

AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER

DECEMBER 1951

FIFTY CENTS



MODULAR COORDINATION in Construction — Part II of a Series
MERCHANDISING — 3 Articles Describing Special Selling Techniques
DUPLEX HOUSES With Good Design Variations
Essentials of Good Foundations

Are YOU in this PROFIT Picture?

Here are just a few of the many thousands of builders throughout the country who are getting *better sheathing jobs at a lower cost* by using INSULITE BILDRITE SHEATHING instead of wood sheathing. Let these builders tell you *themselves* how BILDRITE gives them big savings on every job—plus the best sheathing their money can buy:



"Insulite Bildrite Sheathing saved me **\$286.00** on my latest job. I'm getting superior sheathing jobs, too, because Bildrite is waterproofed throughout and therefore doesn't warp or buckle on the job."

Thomas W. Giles, General Contractor,
Cleveland, Ohio



"I use Insulite Bildrite Sheathing because it's the best on the market. It also saves me **\$169.00** on every house I build."

John Taralli,
Syracuse, New York



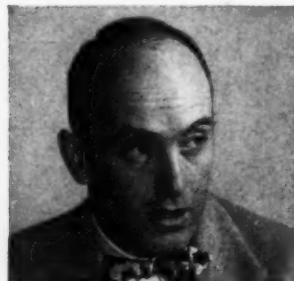
"By using 4-foot Bildrite Sheathing instead of wood sheathing, we eliminate corner-bracing, and also save approximately **\$100.00** on every job. We also get far more bracing strength."

Leslie H. Braatz, L. H. Braatz & Son,
Milwaukee, Wisconsin



"We saved up to **\$200.00** per building by using 4-foot Bildrite Sheathing on our Rose Vista apartment project. We've found we get stronger walls with Bildrite . . . without corner-bracing."

E. R. Daleen, Sowers Construction Co.,
St. Paul, Minnesota



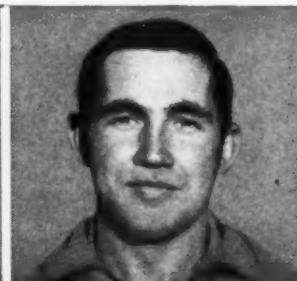
"While building my own home recently, I saved **\$253.00** and got stronger, better-insulated walls by using Insulite Bildrite Sheathing and Insulite Shingle-Backer."

George Flagler, Lynn Construction Co.,
Chicago, Illinois



"We save **\$105.00** on every job by using 4-foot Bildrite Sheathing (**\$40** because of lower application costs, **\$25** by eliminating corner-bracing, and **\$40** by using Insulite Shingle-Backer on our walls)."

Roy Olson, Minneapolis, Minnesota



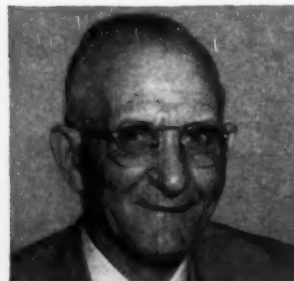
"4-foot Bildrite Sheathing gives us far greater wall strength than we'd get with horizontal wood sheathing—and saves us **\$100.00** per job besides."

Stanley Orlikowski, Quality Builders,
Milwaukee, Wisconsin



"There's no doubt in my mind—Bildrite is the best sheathing on the market. What's more, I actually saved **\$218.00** on my latest job by using Bildrite instead of wood sheathing."

Robert Uetz, General Contractor,
Des Moines, Iowa



"We've made considerable savings this year—at the rate of about **\$100** per job—by using Bildrite Sheathing. But most important is the fact that Bildrite gives us the best sheathing on the market. It doesn't warp or buckle, even after long exposure to the weather, and has great structural strength."

Earl S. Snyder
Snyder-Adler-Bartley Construction Co., Toledo, Ohio

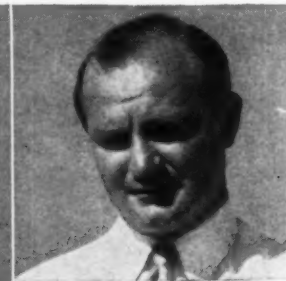


"We're saving over **\$100.00** per house by using Bildrite Sheathing on our 365-unit project in Cleveland. Besides, Bildrite is waterproofed throughout and is easier to cut and apply than wood sheathing. And we're also eliminating corner-bracing on every job."

Al Azolino

Loth-Rite Builders, Cleveland, Ohio

Charles Della



ARE YOU INTERESTED in getting *better sheathing jobs at a lower cost*? See your INSULITE dealer, and order BILDRITE SHEATHING for your next job. And to find how much you can save by using BILDRITE, send for free "Cost-Comparison" folder. You'll see, in *dollars and cents*, how BILDRITE will save you money on every job!

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Office of publication, Bristol, Conn. Editorial and executive offices at 79 W. Monroe St., Chicago 3, Ill., and 30 Church St., New York 7, N.Y. American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.

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Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three weeks in advance of next issue date. Send old address with the new, enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent.

Advertising Sales Offices: 79 W. Monroe St., Chicago, Ill.; Terminal Tower, Cleveland, Ohio; 2909 Maple Avenue, Dallas, Texas; 30 Church Street, New York 7, N.Y.; 514 Terminal Sales Bldg., Portland, Ore.; 1127 Wilshire Blvd., Los Angeles, Calif.



American Builder is a member of Associated Business Publications (A.B.P.) and Audit Bureau of Circulations (A.B.C.). Printed in U.S.A.

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Johns-Manville Flexboard Transitop is STRONGER...



*Both surfaces are tough,
fireproof asbestos Flexboard*

→ ← The same properties that make J-M Asbestos Flexboard so desirable as a building sheet, make it the ideal surfacing material for Flexboard Transitop, the *structural* insulating building panel, developed by Johns-Manville. The Flexboard surface, made of asbestos and cement, is tough, strong and abuse-resistant. Fire-proof and rodent-proof, it provides a smooth flush surface, which can be left as is or decorated as desired.

*Impregnated core
combines strength with
high insulating value*

Between these Flexboard surfaces is an insulating core of a special impregnated Weathertite Sheathing. This combination makes J-M Flexboard Transitop both a structural and insulating material at one time. The Weathertite core is available in thicknesses of $\frac{1}{2}$ " to 2" depending on the service required.



Easy to work or apply

J-M Transitop is easily handled on the job. It can be sawed, nailed *without drilling*, or drilled for bolts or other fasteners *without fear of chipping or cracking*. It offers the ease of dry wall construction and the erection advantage of large sheets in one material.

For full details about J-M Transitop, the wonderful, new structural insulating material, write Johns-Manville, Box 290, New York 16, N.Y. In Canada, write 199 Bay Street, Toronto 1, Ontario.

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AMERICAN BUILDER

How Much Home Building In 1952?

THIS is the time of year when just about everybody with any pretense to any knowledge of how many homes will be built in 1952 sharpens a pencil and writes a prediction of what is going to happen to home building in the twelve month span that begins on January 1. Because the editors of *American Builder* have more than just a pretense to knowledge of the conditions that determine home building volume in any given period their predictions for the past six years have been more accurate than those of practically all other recognized authorities. Therefore, we are not reluctant to risk this six-year record for accuracy when we attempt to extend it to seven with the statement that there will be not less than 900,000 and probably not more than 1,000,000 new units started in 1952.

Substantially, that was the prediction we made a year ago for 1951. The difference was that we predicted a ceiling of 950,000. Based on the totals for the first nine months of 1951 it appears that our figure will err on the conservative side, since the total for the year probably will exceed a million. In defense of the error, however, it is worth noting that ours was less by ten to fifty per cent than those of our fellow prognosticators of a year ago.

A year ago most of the predictors were unduly awed by Regulation X. We were not. Now, it seems that many are deeply concerned because of the restrictions on critical metals. We are not. There are two reasons. The first is that, barring an all-out war, these restrictions

will abate considerably before the end of 1952. The second is that home builders are finding ways to maintain relatively high volume even with curtailed supplies of critical metals.

Any prediction must take into consideration men, money, materials, market and government. With the rapid development of labor-saving techniques anything short of full-scale war will leave enough manpower for a program of 1,000,000 houses. Materials (except certain metals temporarily) are in adequate supply. By the first of the year mortgage money will be available for the predicted 1952 program. There is nothing to indicate that the market for new houses will decline in the next five or six years at least. Government cannot afford to permit home building volume to drop below 900,000 because of the hundreds of thousands of people who depend on it for income. Government knows that it cannot stand unemployment in any major industry, and the drop in income tax receipts that would result.

There is a possibility that for purely political reasons new government restrictions may cause home building volume to drop seriously in the first six months of the year. But, if that happens, the same political reasons will operate to produce a boom in the third quarter that will carry through until 1953. Of course, home builders will face serious and probably new problems in 1952. But there is no reason now to believe that starts next year will fall below 900,000.

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Johns-Manville Flexboard Transitop



*Both sides
fireproof*

→ ←
The same
desirable
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asbestos
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which ca

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high*

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J-M Transitop is
nailed *without drilling*, or drilled for bolts or other fasteners
without fear of chipping or cracking. It offers the ease of dry
wall construction and the erection advantage of large sheets
in one material.

For full details about J-M Transitop, the wonderful, new structural
insulating material, write Johns-Manville, Box 290, New York 16, N.Y.
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AB Washington News Letter

For the Light Construction Industry

A special service for American Builder readers. The latest Washington developments affecting the light construction industry assembled by special Washington correspondent and sent by wire to be printed and bound in your American Builder at the last minute before it is mailed. A regular monthly feature.

Washington, November 23, 1951.

- ▶ **CEILING PRICE REGULATION 93** is now in effect, placing new price restrictions on construction and related services.
- ▶ **PRIME CONTRACTORS AND SUBCONTRACTORS** are subject to the new regulation. Any person who sells or supplies the kind of service described in the order, or who purchases such service, is covered. The "one man shop" is exempt.
- ▶ **THE REGULATION PROVIDES** generally that ceiling prices be figured on the basis of current costs. After costs are established, the profit markup is limited to 90 per cent of that prevailing on a similar job in the base period. The base period is July 1, 1949, through June 24, 1950.
- ▶ **MARKUP FOR OVERHEAD** remains the same. In other words, OPS says you may add up your costs, including the same basic items as you did in the base period. You may then add on the same percentage markup for "overhead" as you did in the base period. It's the profit markup that is limited to 90 per cent of that which prevailed in the base period.
- ▶ **IN CASE YOU CANNOT SEPARATE** "overhead" from "profit" markup, OPS says you must reduce your total base period markup by 10 per cent. This diminished markup will then be added to current costs in computing ceiling prices under the new regulation.
- ▶ **TRANSACTIONS COVERED** by CPR 93 include those in which the seller "furnished labor, or any combination of labor, materials and services for building . . . and miscellaneous construction." This means installation of materials or equipment into a building, the removal of materials or equipment from a project, or the repair or remodeling of a building.
- ▶ **BUILDING CONSTRUCTION**, as defined by OPS, includes the erection and construction of building structures intended for shelter, protection, comfort or convenience, and of production and processing facilities. The term also includes the demolition of buildings (but not "wrecking service"), excavations, clearance of sites and leveling for foundations, the installation of plumbing, heating, air conditioning and like equipment, and all modifications, alterations, additions and repairs.
- ▶ **MISCELLANEOUS CONSTRUCTION** covers such things as landscaping, water well-drilling, disposal well-drilling, scaffolding construction, house moving, waterproofing and fireproofing, and insulation work.
- ▶ **CONSTRUCTION SERVICE** coming under CPR 93 may still be sold at the ceiling price established under CPR 34. A percentage markup established under CPR 34 cannot be applied to current costs, however. It must be applied to costs prevailing during the CPR 34 base period, December 19, 1950, through January 25, 1951. Also, if he chooses CPR 34, the seller is not relieved of obligations to compute and report ceiling prices and markups as set out in CPR 93.
- ▶ **HOW TO FIGURE CEILINGS** on lump-sum and cost-plus-fixed-fee contracts is described in detail in CPR 93. There are provisions under which a contractor, after specified waiting periods, may figure ceiling prices in cases where the contract method does not apply. Relief from the waiting period will be granted in case of hardship. Persons not in business during the CPR 93 base period are also covered.
- ▶ **OTHER PROVISIONS** in CPR 93 tell how to figure the ceiling when a sale price includes charges for labor, materials installed or expended, and equipment used.

The contractor must compute separately a ceiling charge for each factor. The sum of the applicable factors is the over-all ceiling price for the sale.

► **CRITICAL AREAS** are growing in number. It's estimated they will total 100 soon, and some builders say they expect next year's military and defense housing needs to be as high as 250,000.

► **PROGRAMMING OF HOUSING UNITS** reached 48,530 by mid-November. In 69 defense housing areas declared as critical HHFA set a quota of 33,751 rental and 14,779 sales units.

► **HHFA ADMINISTRATOR FOLEY** is sticking by his position that at least 850,000 units will be required to meet minimum housing needs in 1952. He thinks mortgage money will be adequate for such volume "as is reasonably safe for the industry to undertake." Mr. Foley says he wants private enterprise to build as large a share of defense housing as it can.

► **OPTIMISTIC MORTGAGE TALK** is being heard more and more. FHA Commissioner Richards and VA Home Loan Guaranty Director King both see signs of "loosening" in the market.

► **SELF-CERTIFICATION** system may be in for rough days ahead. More government spokesmen seem to be "thinking out loud" that self-certification will permit too many new starts. One group, led by the office of Economic Stabilization, talks of "inflationary tendencies." Another group, in NPA, is worried over the bite self-certification takes in scarce metals. They say we are going to have trouble next spring and pose the question of, "What do we do about it?"

► **WHAT THEY WILL DO** is anybody's guess. An all-out permit system may be tried. Or a limit may be placed on the number of units one builder can self-certify. They may reduce the poundage of critical metals that can be self-certified for each new unit. A ceiling may be set up forbidding construction of any new homes costing more than a specified amount.

► **BUILDERS DON'T LIKE ANY OF THESE.** They claim self-certification is the only equitable control plan for the industry. They also express hope that close screening of requirements and no over-certification will bolster the present system.

► **HOUSING STARTS IN OCTOBER** are estimated at 86,000 by the Bureau of Labor Statistics. This compares with 91,000 starts in September, and with 102,500 in October of last year. The bureau has revised its estimate of home starts in July, raising it from 86,000 to 90,500. For the first ten months of 1951, new home starts are estimated at 942,500. Last year in the first ten months, the figure was 1,215,100.

► **NPA DENIED SIXTY-THREE PER CENT** of the construction applications filed for the fourth quarter. The Construction Controls Division, which handles commercial construction, turned down 2,419 applications out of the 3,834 received. And of those approved only 298 were allotted controlled materials. The agency allocated only 15 per cent of the steel requested, 3.6 per cent of the copper, and no aluminum.

► **RELIEF IS NOT IN PROSPECT** for 1952's first quarter. NPA says the rate of denials then "will equal or exceed that of the fourth quarter." Only 10,000 tons of structural steel has been allotted for the three-month period. One official has said that except for needed projects in critical areas, no new starts on commercial construction will be allowed in the first quarter.

► **TAX RELIEF FOR HOME OWNERS** is a part of the new revenue bill. The provision grants full relief from the capital-gains tax where an owner sells his home and applies all profit toward purchase of another one, provided the purchase is made within a year prior to or subsequent to the sale. The relief is on a proportionate basis where the new-home purchase takes only part of the profit.

► **TREBLE DAMAGES** may be collected by a veteran against those who knowingly overcharge or connive in overcharging him for a home bought with a GI loan. Under new Public Law 142 he may bring charges in U. S. District Court, collect damages up to three times the amount of the overcharge.

TRENDS *in the Building Field*

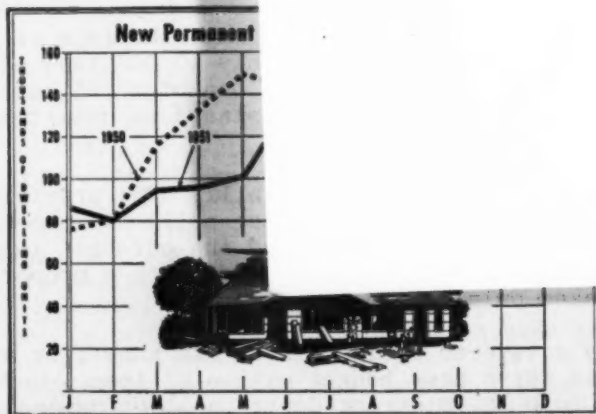
Eased Credit

RESIDENTIAL building staged a recovery since credit controls under Regulation X were relaxed on September 1. In October 86,000 dwelling units were started, only 16 per cent under year. In August, just before credit controls were eased, starts had fallen off 47 per cent from 1950 total for that month.

Indications are that more residential dwelling units are being started. While the number of dwelling units started in October was only 16 per cent less than in 1950, dollar volume dropped 38 per cent. Since credit terms in the upper price brackets are a hindrance to the sale of larger and more luxurious houses at present.

Residential construction costs have reached a new all-time high. Some building materials, including lumber and flooring, are selling at lower prices than last year. Increases in prices of other materials and construction wage rates have, however, caused a new peak in construction costs. It is estimated that residential construction costs are now about 10½ per cent above the pre-Korean war level.

In spite of controls, price inflation, shortages of mortgage money, materials and labor, the year 1951 is expected to be the second biggest residential building year in history. It will likely surpass the year 1949 when the industry first



United States Dept. of Labor
Bureau of Labor Statistics

AMERICAN BUILDER CHART

Average Hourly Earnings		
Construction Labor (September)	10	
N.C. = No Change		

AMERICAN BUILDER



ASSOCIATIONS

Their Plans and Activities



GES SING

ys to Build "More House Money" Studied at NAHB ahoma City Meeting

twelve prominent home builders together in Midwest City, Okla., over 19-20 to exchange "trade secrets," with the object of finding ways to give buyers more housing for dollars. The occasion was the first of three regional conferences sponsored by the National Association of Home Builders.

Each builder brought construction data, blueprints, working drawings, specifications, photographs and other data; and each explained his building operation and answered questions about costs and techniques. The session was completely recorded for use throughout the industry.

The meeting was called by W. P. "Bud" Atkinson of Midwest City, NAHB president. Participating builders included Al LaPierre, Seattle; Jim Burke, San Antonio; Ned Cole, Austin, Texas; Mr. and Mrs. Wallace, Memphis; R. G. Hughes, Dallas, Texas; Thomas E. Poore, Oklahoma City; Albert Balch, Seattle; Vernon S. Smith, Dallas; Frank-urns, Denver; and Dave Slipper, Los Angeles.

Also attending were C. W. Smith,

(Continued on page 32)



assignment of space September 15, over four months in advance of the opening.

A handy visitors' guide will be given to each person attending the exposition in which nearly 200 exhibitors will be listed both alphabetically and according to product classifica-

CONSTRUCTION METHODS which helped him keep costs down are described by San Antonio builder Jim Burke, Jr., at regional NAHB meeting in Midwest City, Okla., near Oklahoma City. Across table, from left, are R. H. Morris, *American Builder* publisher; Leonard G. Haeger, research department, National Association of Home Builders; C. W. Smith, Southwest Research Institute; Albert Balch, Seattle builder; Ned Cole, Austin, Texas, manufacturer; and Tom Poore, Oklahoma City builder.

TRENDS *in the Building Field*

Eased Credit Stimulates Residential Building

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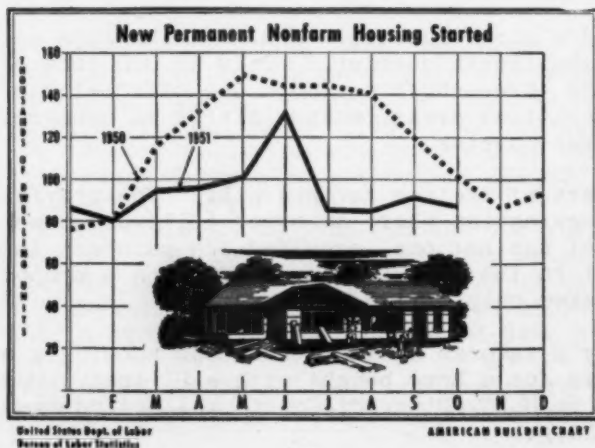
passed the million mark. Starts for the first ten months total 942,500. It is likely that 150,000 units will be started in November and December bringing the total ahead of 1949.

DOLLAR VOLUME of construction was down 6 per cent in October as compared with a year ago. Increases of 58 per cent in industrial construction and 21 per cent in public construction offset substantial decreases of 38 per cent in residential and 39 per cent in commercial dollar volume.

PRICES of building materials are leveling off. The big impact of increased prices was felt last fall and winter. Prices have remained stable for eight consecutive months in the Chicago area.

WAGE SCALES for construction labor have advanced since July in 46 of 85 cities surveyed by the Bureau of Labor Statistics. Average weekly earnings for electricians in July were \$105, plasterers and plumbers \$92, masons \$84, painters \$79, and carpenters \$75. The average hourly earnings of construction labor in July was \$2.15, up 10 per cent over July 1950 when the average was \$1.95.

LUMBER DEALER retail sales have declined. A survey shows that September 1951 sales were 6 per cent below August and 17 per cent below September 1950, while stocks are up about 3 per cent over all.



THE SCORE BOARD

Per Cent Change Compared With Last Year

Dwelling Units Started	Up %	Down %
	Month of October	16
First 10 Months		22
Dollar Volume of Construction (October)		
Private Dwelling Units		38
Private Residential Alterations	6	
Private Industrial	58	
Private Commercial		39
Private Farm	14	
Public Construction	21	
Total Construction		6
Price Changes (October)		
Common Brick	N. C.	
Cement	7	
Dimension Lumber		7
Flooring		4
Doors	5	
Windows		14
Paint	11	
Bathtubs	N. C.	
Furnaces		9
Asphalt Shingles	N. C.	
Window Glass	11	
Nails	11	
Insulation Board	2	
Average Hourly Earnings Construction Labor (September)		
	10	
N.C. = No Change		



ASSOCIATIONS

Their Plans and Activities



NAHB Expects Biggest Convention In 1952; Membership Up 6,000

A new record turnout of more than 16,000 persons in the home building industry is expected in Chicago January 20-24 when the National Association of Home Builders holds its eighth annual convention and exposition.

Contributing to an unusually high interest in the 1952 meeting, accord-



Van Auken



Haverstick

ing to Convention Chairman Joseph Haverstick of Dayton, Ohio, are a timely program featuring issues vital to the industry and a boom in NAHB membership—6,000 new members since last year's meeting.

Subjects slated for major attention, Haverstick said, include material scarcities, alternate materials, financing restrictions, and cost and pricing problems. Coverage will be provided in a large number of clinics, panel discussions, general sessions and special features.

Keynote speakers have not been announced but will include experts in the building industry, the government, and nationally known leaders in other industries.

As an example of the treatment of current problems, Haverstick said that program plans call for actual demonstrations of the use of alternate materials and methods of material conservation. Alternate materials will also be stressed in the exposition.

In the exposition, builders will see the largest display of building materials and equipment on record, according to Paul S. Van Auken, convention-exposition director. More exhibit space is being used at the Stevens and Congress Hotels than for any previous NAHB meeting. Van Auken said that the exposition had been a sellout on the initial assignment of space September 15, over four months in advance of the opening.

A handy visitors' guide will be given to each person attending the exposition in which nearly 200 exhibitors will be listed both alphabetically and according to product classifica-

tion. The guide will contain floor plans of all exhibit areas, clearly showing locations and booth numbers.

The entertainment program will be highlighted by the delegates and exhibitors dance January 21 and the annual banquet January 23. There will also be special activities for delegates' wives, including style shows, luncheons and sightseeing tours.

All persons connected with home building are eligible to attend, Van Auken said. Accommodations for NAHB members are arranged by local chapters. Non-members can reserve hotel rooms by writing Convention Headquarters, National Association of Home Builders, 111 W. Jackson Blvd., Chicago 4, Illinois, giving name, address, business classification and date of arrival and enclosing an advance registration fee of \$15 for men and \$10 for women.

Members of the 1952 convention-exposition committee, in addition to Haverstick and Van Auken, are Paul L. Burkhard, Glendale, Calif.; Franklin L. Burns, Denver; Frank A. Collins, Chester, Pa.; Clarke Daniel, Kensington, Md.; E. M. Spiegel, New Brunswick, N.J.; and Robert R. Schneider, Canton, Ohio.

Ways to Build "More House For Money" Studied at NAHB Oklahoma City Meeting

Twelve prominent home builders got together in Midwest City, Okla., October 19-20 to exchange "trade secrets," with the object of finding ways to give buyers more housing for their dollars. The occasion was the first of three regional conferences sponsored by the National Association of Home Builders.

Each builder brought construction cost data, blueprints, working drawings, specifications, photographs and other data; and each explained his entire building operation and answered questions about costs and techniques. The session was completely recorded for use throughout the industry.

The meeting was called by W. P. "Bill" Atkinson of Midwest City, NAHB president. Participating builders included Al LaPierre, Seattle; E. J. Burke, San Antonio; Ned Cole, Austin, Texas; Mr. and Mrs. Wallace Johnson, Memphis; R. G. Hughes, Pampa, Texas; Thomas E. Poore, Oklahoma City; Albert Balch, Seattle; Vernon S. Smith, Dallas; Franklin Burns, Denver; and Dave Slipper, Los Angeles.

Also attending were C. W. Smith,

(Continued on page 32)



CONSTRUCTION METHODS which helped him keep costs down are described by San Antonio builder Jim Burke, Jr., at regional NAHB meeting in Midwest City, Okla., near Oklahoma City. Across table, from left, are R. H. Morris, *American Builder* publisher; Leonard G. Haeger, research department, National Association of Home Builders; C. W. Smith, Southwest Research Institute; Albert Balch, Seattle builder; Ned Cole, Austin, Texas, manufacturer; and Tom Poore, Oklahoma City builder.



Dealer's Viewpoint

H. R. NORTHUP, Executive Vice President,
National Retail Lumber Dealers Association

Forecasting Home Starts Is Waste of Time

Government agencies concerned with construction and its statistics have made it known that they will not issue any official forecasts about housing starts in 1952—and with good reason.

Everyone now recognizes that the volume of housing activity now is so completely subject to legislative and administrative decisions made in Washington that other factors hardly are worth considering.

The government agencies themselves find it so impossible to anticipate what the government, including Congress, will do that they admit the fine art of forecasting is a waste of time. The agencies are willing enough to talk about targets and goals, but when it comes to predicting actual performance against those goals they know they have no sound advance working basis.

Looking backward, we can't recall anyone who predicted more than 1,000,000 housing starts in 1950 when the actual count was 1,400,000. Nor do we remember anyone suggesting, at the beginning of the year, that starts in 1951 would exceed the government's target of 800,000 to 850,000 by a wide margin. Most of the guessing was in the other direction.

Now we have Mobilizer Charles E. Wilson's guess that we will see some 850,000 starts in 1952, and other agency represent-

atives have held faithfully to that figure since it was uttered. The truth is that the figure was merely a hope. Congress could make it look ridiculous by revising credit terms again. NPA could do the same thing by revising its controls and allocations.

Considering the fact that 1952 is an election year, when votes become more precious than anything else, it is hard to believe that housing will be cut down too sharply from this year's performance, unless we have some new international catastrophe.

That last statement, however, is not to be taken as a forecast. Too many unpredictable factors are at work. And too many pressures are being exerted to get a greater share of the supply of critical materials for this industry and that. Everyone concerned with housing will have to remain on the alert and be prepared to present a strong case for home building as those pressures come to be felt—in Congress and elsewhere.

In the meantime, if the industry builds homes where they are most urgently needed, conserves critical materials wherever possible, and builds a reasonably large percentage of low-cost homes, it stands to get more sympathetic treatment from the hands of our legislators and government officials than if those factors are disregarded.

training program in Milwaukee is jointly sponsored by the Builders Association, the Carpenters District Council, General Contractors Association, the Master Builders Association and the Millwork Bureau.

Custom Builder Department Organized by NAHB

A new division, called the Department of Custom Builders, has been organized by the National Association of Home Builders. Work of the department will be under the general supervision of Carl G. Lans, NAHB's technical director, and a national committee, headed by Irvin A. Blietz of Chicago. The committee, which had already done much preliminary work, held its first formal session at the recent NAHB directors meeting in Atlantic City.

569 Attend 10th Annual Woodwork Jobber Meeting; Merchandising Featured

The best ways to hold and increase markets for wood window units "against all comers" was a principal discussion topic at the annual fall meeting of the Woodwork Jobbers Service Bureau in the Edgewater Beach Hotel, Chicago. Registration for the event, largest in the group's history, was 569.

Opening the business program was an eight-man panel discussion and open forum on advertising and merchandising practices. The session included a review to date of the "Wood Window Program" promotion and an interview with a retail lumber dealer, Homer Prakes, Versailles, Ohio, on dealer merchandising methods.



A. J. Jordan
1952 President

In the annual president's address, Carl G. Horn, Albany, N.Y., surveyed the situation for stock woodwork jobbers in 1952. Spokesmen for woodwork manufacturers included Ross D. Scamehorn, president, and Ormie C. Lance, secretary-manager of the National Woodwork Manufacturers Association; and John O. Harte, managing director, Fir Door Institute. Federal price controls were covered by Norman O. Cruver and Glen Converse of the Office of Price Stabilization, chiefs respectively of the Lumber and Lumber Products Division and the Millwork Section. The controlled Materials Plan was discussed by Stanley H. Ferguson, National Production Authority, Washington.

A. J. (Jim) Jordan, Sioux Falls, S.D., was elected president of the group. William C. A. Costello, Gloucester City, N.J., was named vice president; and Phil Hill and Adolph Pfund, both of Chicago, were reelected treasurer and secretary respectively.

California Home Show

The annual Peninsula Home Show, sponsored by the Peninsula General Contractors and Builders Association, was held at San Mateo, Calif., November 14-18.

Builders' Seminar, Apprentice Banquet Held in Milwaukee

Approximately 150 persons attended the fall Building Seminar of the Milwaukee Builders Association, first of an annual series, Roy F. Healy, executive vice president has reported.

Speakers included John M. Dickerman, legislative director of the National Association of Home Builders; James C. Downs, Jr., president of the Real Estate Research Corp., Chicago; and E. N. Johnson, National Production Authority analyst. Edward G. Gavin, *American Builder* editor, was moderator of the sessions.

Another recent activity of the Milwaukee association was participation in a testimonial banquet marking completion of training for 142 building trades apprentices. The appren-

High Enrollment Seen for Dealer 1952 Short Courses

A very good 1952 enrollment in its 30-day training courses for employees of retail lumber and building material dealers is expected by the National Retail Lumber Dealers Association, with 13 classes already scheduled in 11 colleges and universities.

Nearly 5,000 employees from 3,000 yards have already taken the courses, the association reports. The new courses planned to date will be at locations convenient to participants in practically all parts of the country.

Instruction is in product, business, construction and estimating subjects. Instructors are well-qualified retail lumber dealers, specialists from building product manufacturers and college faculty members.

Arrangement of the courses is handled by the executive officers of the state and regional dealer associations in cooperation with colleges and NRLDA's educational department. Full information may be obtained from association offices. Below is a list of the schools, dates of classes, and sponsoring associations.

List of Classes

City College of New York, evening classes October 8, 1951 to February 21, 1952 and February 25 to June 30. New York Lumber Trade Association, New Jersey Lumbermen's Association, Northeastern Retail Lumbermen's Association.

University of Kansas City, January 28 to February 29. Southwestern Lumbermen's Association.

University of Massachusetts, February 11 to March 13. Northeastern Retail Lumbermen's Association.

Michigan State College, February 25 to March 21. Michigan Retail Lumber Dealers Association.

University of Minnesota, February 4 to March 1. Northwestern Lumbermen's Association, Independent Retail Lumber Dealers Association, Minnesota Hoo-Hoo clubs.

New York State College of Forestry, February 18 to March 20. Northeastern Retail Lumbermen's Association.

The Ogontz School of Pennsylvania State College, January 27 to February 22. Middle Atlantic Lumbermen's Association.

Ohio State University, February 12 to March 14 and October 15 to November 16. Ohio Association of Retail Lumber Dealers.

Purdue University, January 14 to February 8. Indiana Lumber and Builders Supply Association.

Southern Methodist University, January 14 to February 8. Lumbermen's Association of Texas.

University of Washington, February 7 to March 7. Western Retail Lumbermen's Association.

Additional Association News
appears on pages
171-172-174

Cortright's Column

FRANK W. CORTRIGHT, Executive
Vice President, National Association of
Home Builders of the United States



Clearing Slums in Pasadena

When the organized home building industry recommends to Congress that the socialized public housing program be abolished, the invariable answer is: "And how are we going to clean up the slums?"

For many years the NAHB has urged the adoption of the "Baltimore Plan" as a first step in rehabilitating slums. Several cities have picked up the plan. The latest to do a clean-up job on its own slums is the progressive city of Pasadena, California.

Some time ago the Pasadena city planning commission studied the problem of housing and slums in that city. The net result of the survey was that public housing was not the answer. The city fathers, after reading the survey, however, took immediate steps to enforce existing laws and ordinances relating to sanitation, fire hazards, zoning and other subjects pertinent to housing.

The plan followed in Pasadena was both simple and effective. Any city could duplicate the actions of Pasadena. After a conference between the planning commission and the city directors, the city manager appointed certain employees in the city building department, health department and fire department to devote a certain amount of time each week to this "clean-up" program.

Since the program was initiated, field inspection parties have made over 1,500 initial inspections and over 800 recommendations. Over 1,000 notices requiring correction of deficiencies noted during field inspections have been mailed to date. Included in these notices have been certain requirements for the demolition of 865 buildings of all types and descriptions.

Most of these structures were old and rotten houses, storage barns and garages which had become fire hazards and health problems. In eliminating such sub-standard buildings, real estate values have been improved in many of the older sections of Pasadena.

The city has found that many property owners of their own volition have improved their properties prior to city inspection. In some cases the job has been done with the removal of a dilapidated porch and with the addition of new lumber and a paint job. In other cases shacks have been torn down and replaced with new construction which eliminated fire hazards. In all cases property owners have discovered that proper maintenance increases the value of the owner's property as well as that of his neighbor.

Such clean-up programs do not contribute to the over-all housing supply, but they help immeasurably to rehabilitate the slums. The less slums we have the less cause for subsidized public housing.

What is your city doing about slum conditions?

Why not try this plan for a starter?

"More House for Money" . . .

(Continued from page 29)

Southwest Research Institute, San Antonio; Joseph Orendorff, Housing and Home Finance Agency, Washington, D.C., and Leonard G. Haeger and Conrad P. Harness, of the NAHB Washington staff.

It was found that 90 per cent of the housing production of the builders present was in the \$5,000 to \$10,000 bracket. Operations were on a large scale—200 to 2,500 homes annually. Factors the group considered instrumental in lowering production costs and providing the buyer with a more desirable house included:

1. Market surveys by each builder to determine housing needs in his area.

2. Operations pre-planned down to the last detail. Before a project was 50 per cent complete, ground already had been broken for the next subdivision. Workers produced faster because they knew they weren't going to run out of work.

3. Emphasis on speedy construction. Many builders finished homes in 10 working days.

4. Emphasis on architecture providing good circulation within the house, with minimum of housework needed to keep homes clean. Every builder featured a large variety of storage walls and built-in furniture.

5. Most popular style was the "contemporary look" with simple lines, low-pitched roof with overhangs, large windows and less "gingerbread."

6. Expansibility was a feature of nearly every home shown. While minimum-priced homes can be financed more easily, builders looked to the future when the home owner might need and could afford more room.

7. Use of land planning experts, landscape architects and engineers to provide more attractive and livable homes.

8. Homes in the average subdivision had around 10 different exteriors and 50 different color schemes to avoid a "peas in a pod" look.

9. Builders invariably paid the highest wages in their respective cities and, in return, got top performance from labor.

Other "trade secrets" described included extensive use of power tools, quantity purchasing, close liaison with public officials, establishment of research departments, thorough cost accounting systems, profit-sharing incentive plans for foremen, suggestion boxes at job sites, free insurance and hospitalization for workers, and operation of apprentice training schools to assure an adequate supply of trained labor.

To save critical materials, the builders felt that good results might be obtained from: Better grouping of kitchens and baths to save pipe; simplified roof designs to reduce the amount of metal flashing; use of pro-

1952 Dealer Association Convention Dates

Date	Association	City	Location
JANUARY			
7-8	West Virginia Lumber and Builders Supply Dealers Assn.	Charleston	Daniel Boone Hotel
14-15-16	Kentucky Retail Lumber Dealers Assn.	Louisville	Brown Hotel
15-16-17	Northwestern Lumbermen's Assn.	Minneapolis, Minn.	Minneapolis Auditorium
21-22-23	Western Retail Lumbermen's Assn.	Seattle, Wash.	Olympic Hotel
22-23-24	Ohio Retail Lumbermen's Assn.	Cleveland	Cleveland Auditorium
23-24-25	Southwestern Lumbermen's Assn.	Kansas City, Mo.	Municipal Auditorium
28-29-30	Northeastern Retail Lumbermen's Assn.	New York, N. Y.	Hotel Statler
29-30-31	Wisconsin Retail Lumbermen's Assn.	Milwaukee	Municipal Auditorium
FEBRUARY			
5-6-7	Michigan Retail Lumber Dealers Assn.	Grand Rapids	Civic Auditorium
6-7-8	Middle Atlantic Lumbermen's Assn.	Atlantic City, N. J.	Chalfonte-Haddon Hotel
6-7-8	Mountain States Lumber Dealers Assn.	Denver, Colo.	Shirley-Savoy Hotel
6-7	Lumber Dealers Assn. of Western Pennsylvania	Pittsburgh	William Penn Hotel
12-13-14	Illinois Lumber and Material Dealers Assn.	Chicago	Sherman Hotel
13-14-15	Virginia Building Material Assn.	(Not Selected)	
17-18	Mississippi Retail Lumber Dealers Assn.	Biloxi	Buena Vista Hotel
27-28-29	Nebraska Lumber Merchants Assn.	Omaha	City Auditorium
MARCH			
3-4-5	Intermountain Lumber Dealers Assn.	Salt Lake City, Utah	Hotel Utah
4-5-6	Indiana Lumber and Builders Supply Assn.	Indianapolis	Murat Temple
4-5	North Dakota Retail Lumber Assn.	Bismarck	
12-13-14	Iowa Retail Lumbermen's Assn.	Des Moines	Iowa Exhibit Building
18-19-20	Carolina Lumber and Building Supply Assn.	Greenville, S. C.	
19-20	Louisiana Building Material Dealers Assn.	New Orleans	Jung Hotel
25-26-27	Tennessee Building Material Assn.	Nashville	
27-28	Independent Retail Lumber Dealers Assn.	Minneapolis, Minn.	Radisson Hotel
APRIL			
8-9-10	South Dakota Retail Lumbermen's Assn.	Sioux Falls	Coliseum
15-16-17	Southern California Retail Lumber Assn.	Los Angeles	Ambassador Hotel
16-17-18	Florida Lumber and Millwork Assn.	Tampa	
20-21-22	Lumbermen's Assn. of Texas	Galveston	
23-24-25	Building Material Merchants of Georgia	Savannah	General Oglethorpe Hotel
23-24-25	Lumber Merchants Assn. of Northern California	San Francisco	

NOTE: Exhibits are scheduled at all conventions except those of the Florida Lumber and Millwork Assn. and the Building Material Merchants of Georgia.

Trade Groups Discuss Mutual Problems



CLOSE COOPERATION current among leading national trade associations was illustrated at fall meeting of Producers' Council in Washington where topic was: "Ways by which producers and manufacturers of building materials can assist other branches of the construction industry." Left to right are Norman P. Mason, past president, National Retail Lumber Dealers Association; James P. Edmunds, Jr., American Institute of Architects; Naughton Lane, president, Producers' Council; H. C. Turner, Jr., Associated General Contractors; and W. P. Atkinson, president, National Association of Home Builders

ective coatings for bathtubs, sinks, ranges, etc., to reduce damage during construction; platting, in new subdivisions, of super blocks to reduce the number of cross streets; and pressing for reexamination of local building codes to permit use of certain not-critical building items.

On design, all agreed that in

building low-cost homes, in the \$5,000 to \$10,000 bracket, it is better to avoid all superficial ornamentation, such as false gables, trellises, and bird houses, and put the money into useful living space.

The group's findings, plus those of other regional meetings, will be made available to all NAHB members.



For every style of home architecture, there is a Ceco Steel Casement, designed not only to blend harmoniously, but actually to heighten and enhance the individual charm of each style... to accent the clean, modern lines of Contemporary and Tri-level architecture... to emphasize the spaciousness and informality of the Ranch style home... to compliment the simplicity of Cape Cod Colonial... or to give added grace to the dignity of the Provincial home.

Yes, there is a Ceco Steel Casement to suit every taste... always in *good* taste. Always a *good buy*, too, because Ceco Windows offer every practical advantage. They're precision engineered for the tightest weather-seal... are easy to open and close... won't stick or warp. They're

designed for maximum ventilation control, light, and vision. When you choose Ceco Steel Windows, you know you've chosen the very best... you assure your customer's economy, too.

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PENGUIN BRAND TARPAULINS

Protect out-of-doors materials
with waterproof Penguin Tarpau-
lins.

13 Stock Sizes
Quick Delivery
Seams Double Sewn
Rustproof Grommets in Extra
Strong Triangular Patches
Raw Edges Hemmed
New Low Price
3 Weights



DANCO OIL SALAMANDERS

For economical heating on-the-job,
try the automatic firing Danco Oil
Salamanders. They burn less than a
gallon of fuel per hour, giving over
125,000 BTU without smoke.

Square Bottom . . . Won't Tip
No Thin Spots or Leakage
Operates Up to 20 Hrs.
Without Refueling

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BALTIMORE ORANGE, N.J. BOSTON
PHILADELPHIA CLEVELAND MINNEAPOLIS
BUFFALO PITTSBURGH ST. LOUIS
CHARLOTTE MILWAUKEE

LETTERS

PAC MISS

not familiar with the government
agencies. . . .

A. H. M. Graves,
Indianapolis, Ind.

A very good presentation of facts
and statistics, very well covered. . . .

George H. Keys,
Overland Park, Kans.

Keeping Us Posted

Sir:

Because we are using certain ideas
expressed in the February, 1951 is-
sue of the *American Builder* maga-
zine, we would like another copy of
this issue sent to us, if at all possible.

(Continued on page 44)

AMERICAN BUILDER

These are the features that make

ASBESTONE

AGES SSING

- ✓ Beautiful—adds distinction and value to any building
- ✓ Durable—lasts a lifetime
- ✓ Economical—moderate initial cost, practically no upkeep
- ✓ Fireproof—absolutely incombustible
- ✓ Rotproof—does not rot, corrode
- ✓ Insectproof—no organic matter for termites to eat
- ✓ Cooling—homes are snug and cooler in summer
- ✓ Easy to apply—on new or over old siding



**Beautiful Homes have
Asbestone Roofing Shingles**
OUR CUSTOMERS WANT!
woodgrain finish
smooth finish
additional wood-texture finish

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**Specialists in Asbestos-Cement
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fireproof...can be painted for color effects. Ideally suited for all types of farm buildings. Available in both "Flexible" and "Utility" grades.

Asbestone also manufactures the famous Corrugated Asbestone Roofing and Siding in two weights — Corrugated Standard "400" and Economy "250".

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PENGUIN BRAND TARPAULINS

Protect out-of-doors materials
with waterproof Penguin Tarpaulins.

13 Stock Sizes
Quick Delivery
Seams Double Sewn
Rustproof Grommets in Extra
Strong Triangular Patches
Raw Edges Hemmed
New Low Price
3 Weights



DANCO OIL SALAMANDERS

For economical heating on-the-job,
try the automatic firing Danco Oil
Salamanders. They burn less than a
gallon of fuel per hour, giving over
125,000 BTU without smoke.

Square Bottom . . . Won't Tip
No Thin Spots or Leakage
Operates Up to 20 Hrs.
Without Refueling

DANDUX

C. R. DANIELS, INC.

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BALTIMORE ORANGE, N.J. BOSTON
PHILADELPHIA CLEVELAND MINNEAPOLIS
BUFFALO PITTSBURGH ST. LOUIS
CHARLOTTE MILWAUKEE

LETTERS

Please Reserve

Sir:

Under the date of August 1, 1951 we arranged to divide our lumber business into two distinct and separate companies. We formed a new corporation for the yard located at Hamburg, Pa., and selected the title, Buechley Millwork and Lumber Company. I will serve as president of both corporations for a limited time but, eventually, I plan to spend all my efforts with this new corporation at Hamburg, while my brother William will take over the full responsibility of the older two yards at Pottsville and Schuylkill Haven, Pa.

Last week while I was at the Pottsville office I overheard my brother Bill in a discussion with a representative of your magazine, and I gathered from the conversation that he planned to drop the subscriptions the Lumber Yards Co. has given to our contractors and good customers for a good many years.

If this should be his final decision in the matter, I will greatly appreciate it if you will continue to reserve the section in Hamburg for our new company and, if it is agreeable, I will appreciate it if you will hold up any other arrangements for the Pottsville and Schuylkill Haven territory until we have an opportunity to discuss the matter.

Frank S. Buechley, President,
Buechley Millwork & Lumber Co.

Comments on "Housing Activities of the Federal Government" Supplement

F.H.A. and Veterans' loans have been nothing but a bunch of red tape. . . . Lots of disappointed people in this part of the country.

Carl A. Nelson,
Superior, Wis.

"Housing Activities of the Federal Government" is good for one who is not familiar with the government agencies. . . .

A. H. M. Graves,
Indianapolis, Ind.

A very good presentation of facts and statistics, very well covered. . . .

George H. Keys,
Overland Park, Kans.

I have known Raymond Foley, Administrator, HHFA, for about 18 years. Your presentation, with Mr. Foley's keen administrative ability, is a great help to our industry and good government. . . .

Stoughton J. Dalzell,
Dalzell Construction Co.,
Lexington, Mich.

Information that you wouldn't expect to get from any other source. . . .

J. J. Zettel,
General Contractor,
Sturgeon Bay, Wis.

If people would read the items concerning government regulations such as appeared in the September issue of the *American Builder*, our office would not get all the telephone calls concerning such matters and could spend more time on matters at hand. . . .

Merrill E. Glass,
Glass Construction Company,
Belvidere, Ill.

I feel the information is helpful in many ways. It is also put forth in such a way that the average man can understand it. . . .

W. J. Light,
Topeka, Kans.

Please print all information and government regulations pertaining to the construction industry. I believe we are in for more regulations due to the unstable war conditions.

S. Siegel,
Miami, Fla.

More Block and Concrete

Sir:

Your recent issues covering different uses of materials have been very interesting, to say the least. For the southern builder more articles or one entire edition on further uses of block and concrete would be of interest.

Stephen F. Kosinski,
Ocean Fishing Pier,
Melbourne, Fla.

Keeping Us Posted

Sir:

Because we are using certain ideas expressed in the February, 1951 issue of the *American Builder* magazine, we would like another copy of this issue sent to us, if at all possible.

(Continued on page 44)

AMERICAN BUILDER

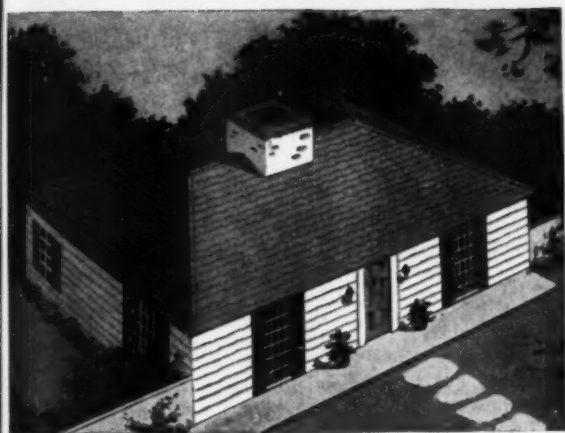
These are the features that make

ASBESTONE

SIDING SHINGLES

sell quicker for you!

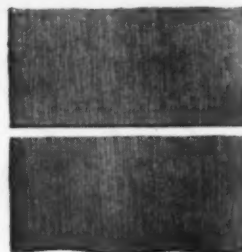
- ✓ Beautiful—adds distinction and value to any building
- ✓ Durable—lasts a lifetime
- ✓ Economical—moderate initial cost—practically no upkeep
- ✓ Fireproof—absolutely incombustible
- ✓ Weatherproof—does not rot, rust or corrode
- ✓ Termiteproof—no organic matter for termites to eat
- ✓ Insulating—homes are snug in winter, cooler in summer
- ✓ Easy to apply—on new houses or over old siding



COLORS AND DESIGNS THAT SELL ON SIGHT!

- Deep woodgrain texture
- Straight or wavy edge

4 Popular home Colors—
Gray, Greentone Blend,
Bufftone Blend, White.



More and more Beautiful Homes have ASBESTONE Roofing Shingles

DESIGNS AND FINISHES YOUR CUSTOMERS WANT!
Dutch Lap—Deep woodgrain finish
Hexagonal—Smooth finish
Early American Strip—Traditional wood-texture finish

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Building Products for Over 25 Years

Modern! ASBESTONE Wallboard

For homes, stores, offices — For interior partitioning and exterior finishes... easy to install... fireproof... can be painted for color effects. Ideally suited for all types of farm buildings. Available in both "Flexible" and "Utility" grades.

Asbestone also manufactures the famous Corrugated Asbestone Roofing and Siding in two weights — Corrugated Standard "400" and Economy "250".

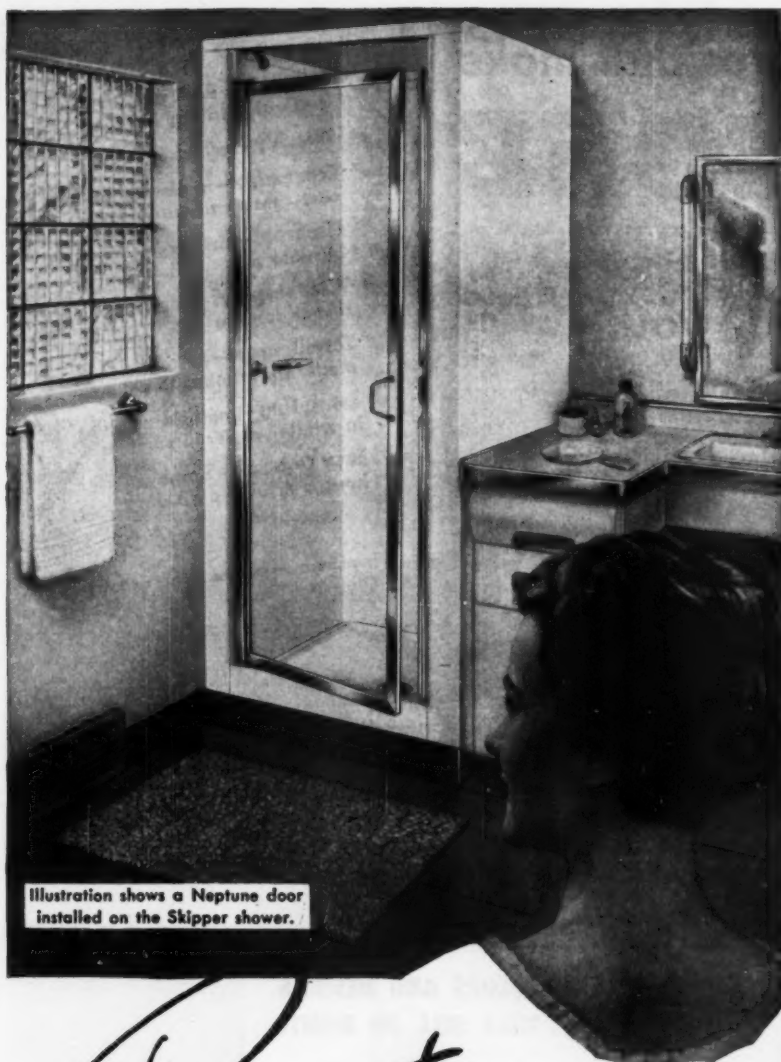


Illustration shows a Neptune door installed on the Skipper shower.

Beauty

...combined with
the greatest value
ever offered in a
bathroom shower

The Fiat Skipper

The largest selling shower cabinet in the plumbing field. Such popularity of the Skipper shower can be attributed to its distinctive pleasing lines that give a smooth clean cut beauty found only in other much higher priced showers.

The interior of this shower is unusually free from joining seams which makes it very easy to keep clean. Bonderized, galvanized steel used throughout eliminates rusting. The precast stonetex receptor provides a solid permanently water-tight base. The workmanship is the standard Fiat high quality, no raw unfinished edges.

Size 32" x 32" x 74"

Consult your plumbing contractor on the economy features of Fiat shower installations.

Write for
catalog of
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FIAT METAL MANUFACTURING COMPANY

Three complete plants

Long Island City 1, N. Y.

Los Angeles 63, Calif.

(Chicago area) Franklin Park, Ill.

In Canada: The Porcelain and Metal Products, Ltd., Orillia, Ontario

Letters . . .

(Continued from page 42)

This magazine has proved to be a great help to us in the building business. It is a magazine which certainly keeps one posted with the improved and economical ways of building today's homes.

Walter M. Buzby,
Carpenter and Builder,
Huntingdon Valley, Pa.

Subscription Please

Sir:

I wish to subscribe to the *American Builder* magazine. For some time I have borrowed it from a friend. I am a member of Carpenters Local 1449, Lansing, Mich., and do contract building on my own. I find your magazine very helpful and very instructive as well as interesting.

Richard A. Simmons,
Lansing, Mich.

Comments on the Gatefold Blueprint

Most plans shown are not suitable or adaptable to this location. Most lots here are 50 foot frontage and houses must be designed for them.

R.A.D.
Buffalo, N.Y.

Want more houses in the \$12,000 to \$22,000 price range.

S. Swanson,
Cleveland, Ohio

Want ranch style houses in the \$20,000 to \$40,000 price range.

D. C. Schubel,
Sandusky, Ohio

Want \$20,000 to \$25,000 3-bedroom, 2-bath 2-car attached garage home plans.

R. March,
Kansas City, Mo.

As an operative builder we have developed our own plans but would like suggestions on one-story basementless (slab-type) construction.

Andrew S. Place,
South Bend, Ind.

Would like to see some prints featured for water front lots. I never see them in plan books or magazines. Also homes under \$20,000 of the ranch type, or story-and-a-half.

W. L. Wegner,
Madison, Wis.

I would like to see houses in the \$8,000 to \$15,000 class.

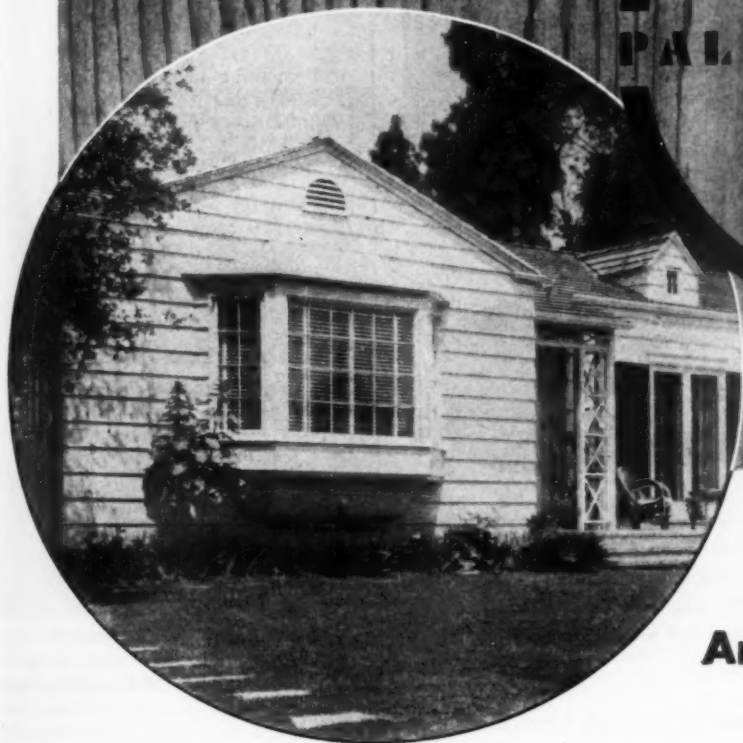
R. F. Blumerick,
Utica, Mich.

Letters continue on page 46

AMERICAN BUILDER

A TRUE REFLECTION OF HIGHEST

Quality Construction



— with finest
Architectural quality
REDWOOD

There's no finer lumber than *redwood*—and there's no finer quality redwood than *PL Redwood* lumber. Redwood, alone, offers the *most of the best* in texture and grain—and *PL Redwood* is produced to capture the finest quality that redwood has to offer. Each log is selectively cut to exacting quality standards. The latest mechanical and automatic devices are employed to reduce manual handling, throughout the manufacturing process. This insures flawless perfection in finished *PL Redwood*. Exacting methods of manufacture establish the highest uniformity of both grade and quality—only to be found in *PL Redwood, the best of the best.*

For the complete story on Palco Architectural Quality Redwood, write today for fully illustrated booklet "From Out of the Redwoods."



THE PACIFIC LUMBER COMPANY

Leader in Redwood—Since 1869

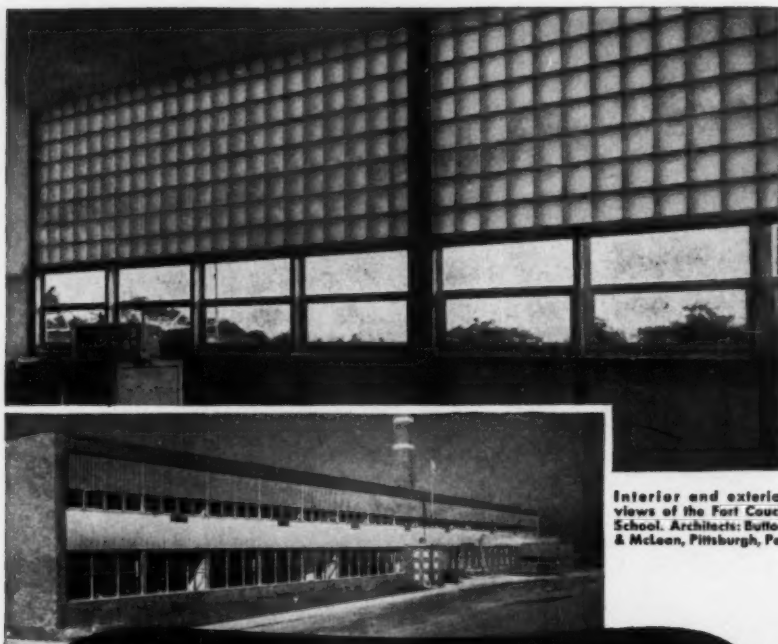
Mills at Scotia and Eureka, California

100 BUSH STREET, SAN FRANCISCO 4, CALIFORNIA • 35 EAST WACKER DRIVE, CHICAGO 1, ILLINOIS

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

DECEMBER, 1951

45



Interior and exterior views of the Fort Couch School. Architects: Botton & McLean, Pittsburgh, Pa.

"We saved time and money on this job..."

... At the new Fort Couch School in Upper St. Clair Township, Allegheny County, Pa., the new 'Clean-Easy Face Finish' on the PC Functional Glass Blocks reduced on-the-job clean-up time substantially. A quick going over with a stiff bristled brush removed all the excess mortar and mortar drippings like magic," says Perry J. Dick, Dick Construction Co., Pittsburgh, Pa.

Builders all over the country have found that the new "Clean-Easy Face Finish"—applied to the surface of PC Functional Glass Blocks during manufacture—cuts on-the-job cleaning time. This revolutionary Pittsburgh Corning development repels water, prevents splashes of mortar from sticking to the block, prevents the accumulation of installation scum. Thus, finished panels can be cleaned much more quickly and easily, without excessive scraping, scrubbing, or the use of strong solvents.

Why not take advantage of these savings in your new building or remodeling work? Remember, there are

no critical materials involved in PC Glass Blocks, so your construction can proceed without delay. For full information on the application possibilities of PC Glass Blocks, fill in and return the coupon.

Pittsburgh Corning Corporation
Dept. B-121, 307 Fourth Avenue
Pittsburgh 22, Pa.

Without obligation on my part, please send me your book on PC Glass Blocks for residential application ☐; for schools and other public buildings ☐.

Name.....

Address.....

City..... State.....

PITTSBURGH CORNING CORPORATION
PITTSBURGH 22, PA.



GLASS BLOCKS

The mark of a modern building

Distributed by Pittsburgh Plate Glass Company; W. P. Fuller & Co. on the Pacific Coast; Hobbs Glass Ltd. in Canada; and by leading distributors of building materials everywhere.

Letters...

(Continued from page 4)

Would like to see smaller homes 800 to 1200 foot, as most people have not the money to finance larger homes.

R. E. Covey
Visalia, Calif.

I would like to see a small house in the low price range in a future issue.

M. C. Elson
Sioux Falls, S.D.

Something in the low price range (\$7,000) that is contemporary in design.

Paul J. May
Evansville, Ind.

Plans for 3-room duplex units for low rental construction, costing from \$10,000 to \$12,000.

S. Siegel
Miami, Fla.

Thought You Would Like To Know

(Editor's note: The following letter was sent to Weyerhaeuser Sales Co. and forwarded to the American Builder.)

Mr. H. H. Grace
Weyerhaeuser Sales Co.
St. Paul, Minn.

Dear Sir:

On Ham Morrill's last visit he showed and left us a copy of those four reprints you had bound together from the *American Builder* on Construction Lumber and Recommended Framing Practices.

We have subscribed to this magazine for all our eighteen managers for some years, but would very much like to be able to send each one of them one of these reprints—for more convenient study and handy reference. Ham suggested I write you about it.

If possible we would like some extra copies to give to our best contractors. This series of articles certainly offers not only a concise, up-to-date understanding of the industry with its problems and future, but even more important to the dealer and contractor, a wealth of expert, practical, everyday knowledge and know-how that should be taken full advantage of, to the benefit of all concerned.

John Tuthill
John W. Tuthill Lumber Company

• Letters to the Editor should be sent to 79 W. Monroe St., Chicago 3, Ill. Your comments are invited.

AMERICAN BUILDER

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houses like this one!



Mrs. Morrisette is enthusiastic about her G-E Disposall:®
"I just don't know how I stood garbage in my pre-Disposall days. Even the words 'garbage can' sound old-fashioned to me, now."



"And my G-E Refrigerator is a special favorite, too. The amount of food that fits comfortably is amazing. And the extra-large freezing unit is especially helpful in these days of frozen foods."

MR. CHOINIERE says: "I found from my own experience that a prospect for a house today—even under rigid credit restrictions—doesn't have to be a millionaire to afford a General Electric Kitchen.

"Why, we put up 50 houses in the \$10,000 class and were delighted to find that we could include the complete General Electric Kitchen for only \$2.57 a month extra. Our prospects were de-

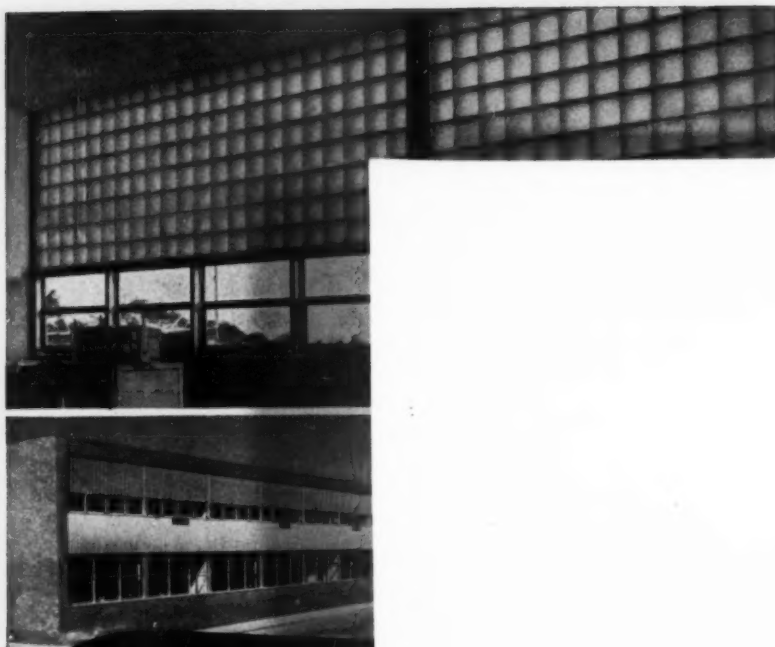
lighted, too. The very first week end we offered our houses, all 50 of them were sold—48 of them with G-E Kitchens.

"You can take it from me, there's absolutely nothing like a G-E Kitchen to sell houses—in any price range."

Whether you build 10 or 1000 houses, get the facts on General Electric today. Home Bureau, General Electric Company, Louisville 2, Ky.

You can put your confidence in—

GENERAL  ELECTRIC



**"We saved
money on"**

... At the new Fort Couch St. Allegheny County, Pa., the new PC Functional Glass Blocks reduced mortar use substantially. A quick going over with a wire brush removed all the excess mortar and mortar joints. J. Dick, Dick Construction Co., Pittsburgh.

► Builders all over the country have found that the new "Clean-Easy Face Finish"—applied to the surface of PC Functional Glass Blocks during manufacture—cuts on-the-job cleaning time. This revolutionary Pittsburgh Corning development repels water, prevents splashes of mortar from sticking to the block, prevents the accumulation of installation scum. Thus, finished panels can be cleaned much more quickly and easily, without excessive scraping, scrubbing, or the use of strong solvents.

Why not take advantage of these savings in your new building or remodeling work? Remember, there are

PITTSBURGH CORNING



GLASS BLOCKS

The mark of a modern building

Distributed by Pittsburgh Plate Glass Company; W. P. Fuller & Co. on the Pacific Coast; Hobbs Glass Ltd. in Canada; and by leading distributors of building materials everywhere.

Letters . . .

(Continued from page 4)

Would like to see smaller homes

PAGE MISS

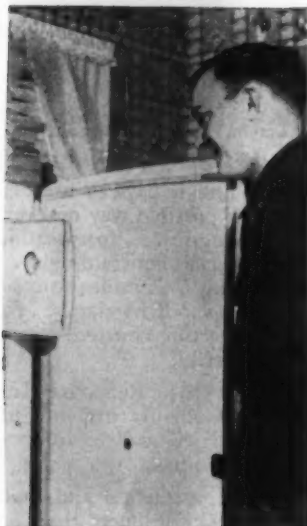
John Tuthill
John W. Tuthill Lumber Company

• Letters to the Editor should be sent to 79 W. Monroe St., Chicago 3, Ill. Your comments are invited.

AMERICAN BUILDER

AGES SING

one!



is a special favorite, too. The comfortably is amazing. And the specially helpful in these days

st week end we offered
were sold—48 of them

me, there's absolutely
n to sell houses—in any

or 1000 houses, get the
today. Home Bureau,
ay, Louisville 2, Ky.

GENERAL  ELECTRIC

FOR DEPENDABLE, LOW-COST protection

WHEREVER YOU BUILD, USE



SISALKRAFT used for closing-in.

You'll find it pays to use SISALKRAFT in every possible way on every job... for closing-in... for sheathing-paper... under all concrete slabs... under all flooring... under stucco... as a moisture-vapor barrier... for curing and protecting concrete... and many other uses.

SISALATION Reflective Insulation combines insulating and moisture-vapor barrier qualities in one low-cost quality product.

More contractors and builders use SISALKRAFT Products than any other similar material.



SISALATION is easy to apply, effective, low-cost insulation.

Write Dept. AB-12
for free samples and data



THE SISALKRAFT CO.
205 West Wacker Drive, Chicago 6, Illinois
New York 17, N. Y. • San Francisco 5, Calif.

ON and OFF the Record

STAIRWAY CUPBOARD—Last month this column carried a description of a cupboard for odds and ends built in the ceiling of the basement stairway. A number of readers wrote to say that they would like to see the idea illustrated.

ILLUSTRATIONS—Here are two of them. One shows the location of the cupboard in the ceiling and with respect to the stairs. Note that it is reached easily by an average size model standing on the entry platform. The close-up indicates the kind of odds and ends for which it was



built. The third illustration shows the house in which the stairway cupboard and other space-saving ideas were incorporated. It is a National Home Week Demonstration Home constructed by Folke Victorson of Minneapolis.



CRITICISM—A reader sent in an interesting comment on Blueprint House No. 57, published in the September issue. The bath, complained the reader, is in one corner of the

house, and the kitchen in the other. Quite a little hike, he says, to the most used room in the house, especially for the children for whom this house is built. Can't imagine, he concludes, how an architect could overlook that.

OBJECTION SUSTAINED—We agree with the critic, particularly when we think of what it would be like to have two or three young children running through the entire house to reach the bathroom from their play outside.

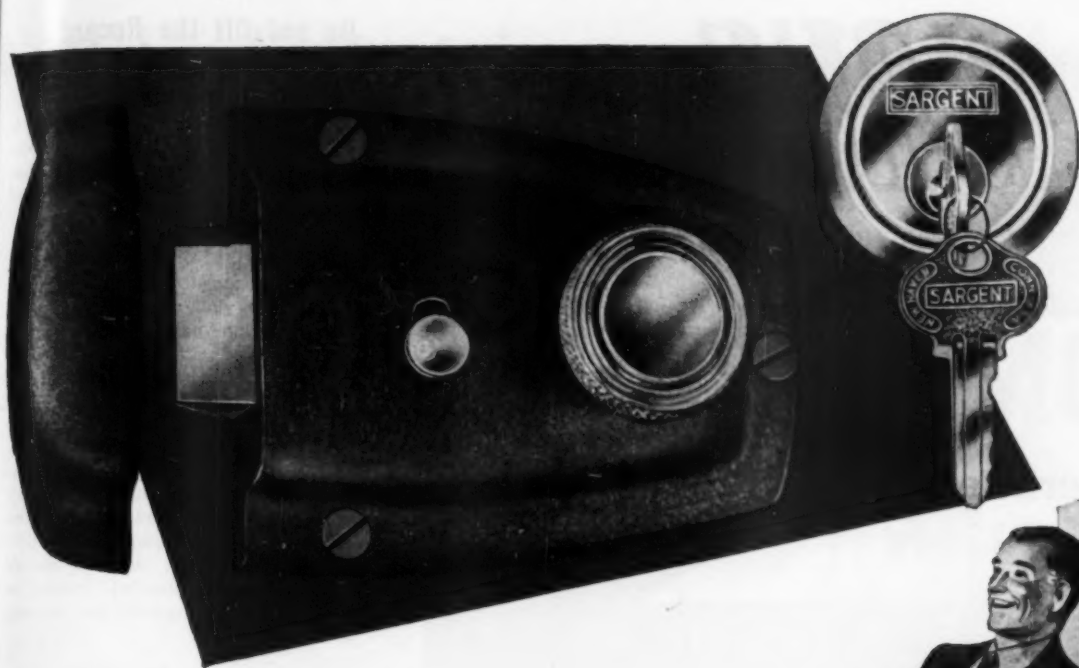
BANKRUPTCY—A recent issue carried a photograph, block floor plan and description of an attractive new small house. A few days later a letter arrived in our office. It said in part, "You will probably be interested in the enclosed clippings. As one of the fortunate ones who actually got delivery of their houses from this concern, I was rather surprised to see such publicity appearing months after they went into bankruptcy. Bankruptcy proceedings were filed on June 18.

OUR ALIBI—In the first place, because of our production schedule we must select much of the material for any given issue several months in advance of publication date. At the time our field editor chose the house in question there was no public knowledge of anything being wrong with this particular builder's operation. Secondly, our editors have neither the time nor, in many cases, the ability to examine the financial statements of builders on whom they call for editorial material. Finally, if we did desire to check the finances of builders about whom we intend to write stories it is probable that in most cases our motives would be questioned. Anyway, we do not do it and do not propose to do it. The only exception is the case where the story deals with the financial or management angle.

TIMING—Naturally, if the bankruptcy or what appears to be fraud in this case were divulged before we actually went to press the story would be pulled out. Fortunately, there are so few cases like this, that a repetition of the experience in a long period of years is highly improbable.

WHAT HAPPENED—According to the newspaper clippings the
(Continued on page 52)

AMERICAN BUILDER



You're safe, too... selling night latches made by SARGENT



***Feature the line that people want!
...the name that everyone knows!***

Your customers are quick to see that Sargent Night Latches, like all other Sargent Locks, mean *safety*, dependability.

And when *you* sell Sargent Night Latches and Dead Locks, you know that your *reputation* and *profits* are safe.

Sargent Auxiliary Locks are easily applied, convenient to use. They insure protection by Pin Tumbler Lock security.

And they bring you satisfied customers for life.

Feature them for extra profits—along with the famous Integralocks, the 4500 line of locksets and exit bolts.

Ask your jobber or write us for complete information Dept. 5M.

Available Models:

NO. 4288 NIGHT LATCH
with double throw latchbolt (illustrated)

NO. 4267 NIGHT LATCH

NO. 4277 NIGHT LATCH
(economy model)

NO. 4338 DEAD LOCK

**A Better Product
by—**



**Builders Hardware
and Fine Tools since 1864**

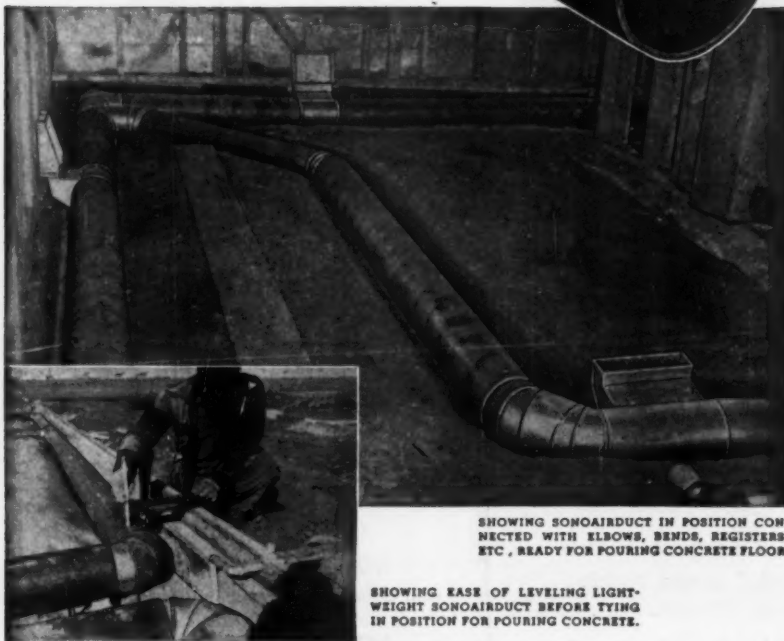
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SAVE money
time
labor

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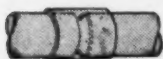
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Heating Lines**



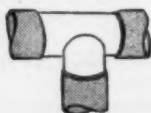
SHOWING SONOAIRDUCT IN POSITION CONNECTED WITH ELBOWS, BENDS, REGISTERS, ETC., READY FOR POURING CONCRETE FLOOR.

SHOWING EASE OF LEVELING LIGHT-WEIGHT SONOAIRDUCT BEFORE TYING IN POSITION FOR POURING CONCRETE.

Sonoairduct straight line 12" collar



Sonoairducts fit all standard metal bends-elbows-T's and registers



Booth No. 174



Sonoairduct is laminated fibre tubing available from 2" to 24" I.D. and in lengths up to 25'. Can be cut to desired length on the job by hand or power saw. It costs less than clay or metal pipe. The ease of handling and fitting Sonoairduct materially reduces the installation cost.

Write for descriptive literature and prices.



SONOCO PRODUCTS COMPANY

HARTSVILLE, S. C.

MYSTIC, CONN.

On and Off the Record

(Continued from page 50)

builder and two partners were involved in three bankrupt building enterprises. Allegedly they took deposits of \$900 to \$1,700 from more than 50 people for houses which were never delivered.

CONDITION—The court found liabilities of more than one and one-half million dollars and assets of a little over one-half million, consisting solely of the company's office building and furniture.

ADMISSION—According to the court, the accused builder frankly admitted that the assets of the corporations were so intermingled that they could not be separated, and that the only purpose for organizing the different corporations was to avoid, through a complicated corporate structure, any obligation for income taxes.

THE COURT FROWNS—The following deplorable financial activities at a time when the corporations were losing money were frowned on by the court:

A—Each officer was furnished with a passenger automobile at company expense.

B—The son of one of the partners was given free and clear a \$10,000 completed house as a bonus paid by the corporation.

C—Salary of the three principal officers was \$400 a week apiece.

D—The corporations had business transactions totaling more than \$10 million a year, but at no time was there a definite statement of profit and loss.

E—The records were so poorly kept that the accountant appointed by the court could not unravel them.

F—The minute books of the corporations were void of any reports except regarding the first meeting, and the attorney of one of the partners testified that there were no legal corporate meetings.

LAWS—There is something wrong with the laws of any community that will permit an operation of that kind to continue as long as it did. The only justification for laws and regulations of any kind is to protect the gullible and the defenseless. Thus, if there is fraud of the kind alleged in this case, the laws are at fault.

(Continued on page 54)

AMERICAN BUILDER

Call-backs to trim and refinish doors Cost Money

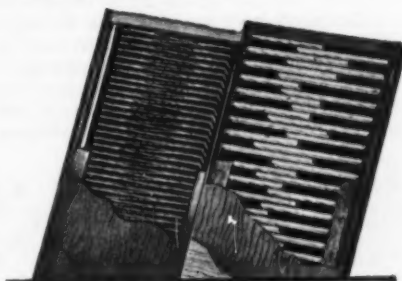


Save This Expense With **Roddiscraft** Housemart Doors The 7 Ply Hollow Core Flush Veneered Door

Don't be stuck with stuck doors. There is nothing more troublesome for builder or buyer.

The Roddiscraft Housemart Door with its 3 ply face firmly bonded to the core assembly gives the strength of 7 ply construction. There is no substitute for 7 ply construction—it resists distortion—assures satisfaction. It is stronger than a 5 ply door, and the core pattern cannot show through.

Roddiscraft Housemart Doors give you quality at modest cost. Identify them by the solid color dowel — Order them from your dealer or millwork house —



3 ply face panels prevent core pattern from showing through after finish is applied.

NATIONWIDE **Roddiscraft** WAREHOUSE SERVICE

Cambridge 39, Mass. 229 Vassar St.	Louisville 10, Ky. 1201-5 S. 15th St.
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Dallas 10, Texas 2800 Medill St.	Port Newark 5, N. J. 103 Marsh St.
Detroit 14, Mich. 11855 E. Jefferson St.	Philadelphia 34, Pa. Richmond & Tioga Sts.
Houston 10, Texas 2403 Sabine St.	St. Louis 16, Mo. 3344 Morganford Road
Kansas City 3, Kan. 35 Southwest Blvd.	San Antonio 6, Texas 727 N. Cherry St.
Los Angeles 58, Calif. 2620 E. Vernon Ave.	San Francisco 24, Cal. 345 Williams Ave.
New Hyde Park, L. I., N. Y. Plaza Ave. & S. 16th St.	

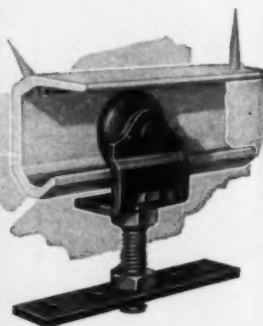
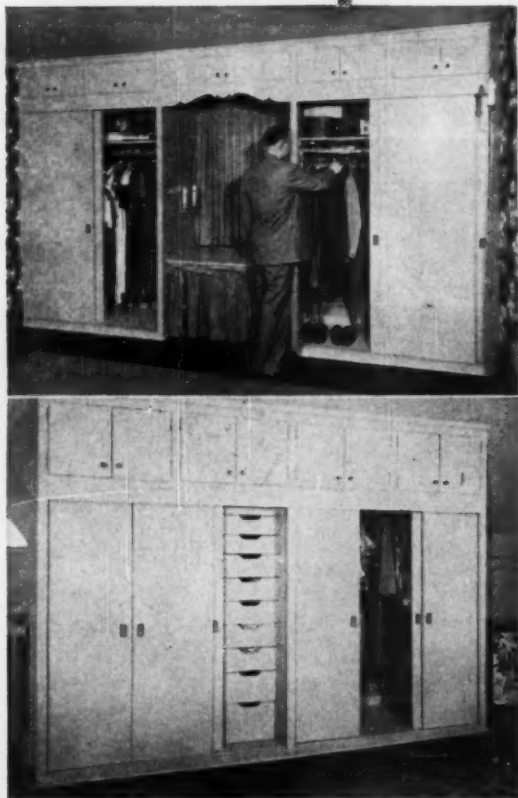
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RODDIS PLYWOOD CORPORATION

Marshfield, Wisconsin

***It pays
in many ways
to recommend
and sell***

Vanishing Door Hangers and Track BY Richards-Wilcox



**SILVER STREAK
R-W No. 1019
Vanishing Door
Hangers and
Aluminum Track**

Today's greater demand for small homes makes the full utilization of every inch of space more imperative than ever. And the answer to this need is an entirely new Vanishing Door Hanger by Richards-Wilcox that is designed for thin-wall installation and noiseless operation. R-W Silver Streak Vanishing Door Hangers and Aluminum Track are adapted for use on parallel residential wardrobe doors, or for any doors in any room of the house. Note these points of special importance to you and your customers:

- Four types of hangers to accommodate various size doors and building requirements.
 - Bronze hanger and aluminum track to withstand salt air for seaboard use.
 - Adapted to thin wall to save space and reduce building costs.
 - No interference with room furnishings or decorations.
 - Tight fit of door to floor avoids drafts, loss of heat.
 - Adapted to single sliding and parallel sliding house doors.
- For more information, contact our nearest office or request one of our illustrated folders describing in detail the uses and advantages of SILVER STREAK.



Richards-Wilcox Mfg. Co.
A HANGER FOR ANY DOOR THAT SLIDES
AURORA, ILLINOIS, U. S. A. • Branches in all principal cities

On and Off the Record

(Continued from page 52)

OBLIGATION—Assuming that there always will be people with a little common sense and so low an ethical plane as the accused in this case, and assuming that from time to time some of them will find their way into the home building industry, it seems reasonable to ask if the organized home building industry should not assume some obligation for the persons who were defrauded.

INSURANCE?—Certainly, no honest home builder can be held accountable for what an unscrupulous competitor does from time to time, but the tragic part of it, aside from the loss of savings on the part of the defrauded ones, is the reputation given the entire industry. One news story of the kind referred to can do more damage than can be repaired by the reputable but unpublished performances of the entire local building industry in any community. So, why not a mutual insurance fund on a basis of a fraction of a cent per one hundred dollars of gross business with which a local home builder's association can make good when and if one of its members goes astray. Probably none of the members ever would fraudulently default, but with the fund available and properly advertised the home buying public would have protection, and reputable builders would be protecting the integrity of their industry.

RETAILERS—The NRLDA held its annual meeting in Chicago late in October, and found very little to be discouraged about. Of course, all of the government regulations came in for a thorough airing. Ten years ago this industry, faced with current government controls would have considered the situation hopeless.

EXPOSURE—Regulations have been with us so long now, that they have become accepted as a normal part of doing business. It's just another case of exposure. Exposed to anything long enough, it's a human trait finally to accept it as a part of life.

MERCHANDISING—Re-cultivation of this art is becoming more and more important. The retailers devoted a large share of the five days of committee and general sessions to developing new approaches to this all-important subject.

(Continued on page 56)

Cottage Skyscraper



**CONCRETE
MASONRY**
Ideal for ANY
Type of Structure!



NOTE THE BEAUTY
of Vibrapac block. Made
in a variety of pleasing
designs with any desired
texture, finish and color.

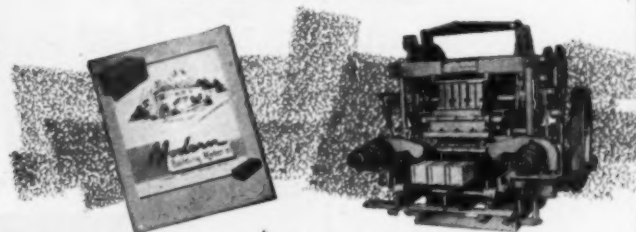
Yes — in the full range of building construction, from a small cottage to a huge multi-story skyscraper — you'll find that concrete masonry excels as a building material. Contractors, everywhere, like it because:

**It's PERMANENT . . . Greatly Simplifies
Building Job . . . and Actually COSTS LESS!**

When you build with Concrete Masonry, your investment remains as sound as "money in the bank." The first cost is surprisingly low and upkeep is a negligible factor. No loose or broken boards! No sagging or warped floors. No periodic painting required. A concrete masonry structure is built for permanence . . . assures easier financing . . . lower insurance rates . . . and always has a high resale value.

BESSER MANUFACTURING COMPANY

Complete Equipment for Concrete Products Plants
ALPENA, MICHIGAN, U. S. A.



FREE BULLETIN

Ask for copy of Bulletin No. 51 illustrating standard masonry units available, also names of Vibrapac equipped plants in your area.

BESSER VIBRAPAC

— the fully automatic concrete block machine. Produces high quality masonry units of any desired texture or density.



TYPICAL CONCRETE MASONRY HOME

Combines beauty with utility. It is armored against age, climate, fire, weather, termites, rodents, tornadoes, hurricanes and floods. Maximum comfort is assured when you use units of cellular materials which provide greater insulation against cold and heat. Wall dryness provides good health and sanitary conditions. Sound-conditioned walls and floors assure restful quiet.

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ATCH
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SINTERING
PLANTS

ACROW
CENTERS

ROOF TIL
MACHINE



"takes" a 75 ft. curve



This FOLDOOR installation at Elks Lodge No. 11, Pittsburgh, Pa. is a typical example of how FOLDOOR gives flexibility of space in commercial use. The long bar, shown in background at right, is completely closed off by six FOLDOORS (see above) for complete dining room privacy.



FOLDOOR is your answer any time the problem concerns flexibility of space . . . finding more usable space in the same area . . . or achieving easy and economical division of rooms.

"The folding door with the cornice top" fits right into building and remodeling plans for business places, institutions and commercial establishments—for private homes as well.

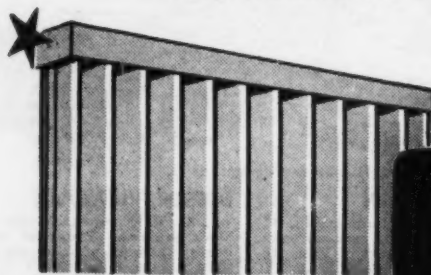
Built with a sturdy frame of rust-resistant steel, FOLDOOR travels on a rugged, single piece, two-rail steel track. FOLDOOR occupies the least amount of "stack"

space of any extensible door. Maximum thickness when pushed back onto itself is only 5½ inches.

FOLDOOR, manufactured in a wide range of sizes to fit practically any interior opening, comes in a variety of beautiful fabrics to harmonize with any color scheme. All fabrics are vinyl-coated, fire-resistant and can be easily washed with soap and warm water.

When you're considering folding doors, check the classified directory in your phone book for your local FOLDOOR installing distributor. Or write the factory.

The smartest thing in doors!



★ The famous FOLDOOR cornice top! Always identify FOLDOOR by this attractive cornice that gives it that *finished look*.

HOLCOMB & HOKE MFG. CO., INC.
1545 Van Buren St., Indianapolis 7, Ind.



On and Off the Record

(Continued from page 54)

DATA BOOK—A feature of the sessions was thorough study of the possibilities of wider use of the Dealer Data Book worked out cooperatively by NRLDA and the Producers Council.

PHIL CREDEN—In his annual report as chairman of the NRLDA public relations committee he laid particular stress on the opportunities inherent in National Home Week. He called the Week the greatest single merchandising program ever offered the retail segment of the light construction industry, and lauded those dealers who have taken the initiative in their communities.

1952—Creden also outlines some sound procedures for dealers to follow in independent organizations of local National Home Week observances. No doubt next year will see a complete manual of procedure with all of the necessary working tools—signs, programming, talks.

IMPROVISATION—Expect many improvisations in the use of various building materials soon. The need to find substitutes for many of the normal uses of critical metals is turning the determined attention of builders to the development of methods which will permit building to go ahead in good volume until the defense program has proceeded far enough to release metals in ample quantity again.

ELECTRICIANS—Michael J. Boyle, manager of Local 134, AFL International Brotherhood of Electrical Workers, Chicago, recently addressed a letter to 8,000 members of the union, in which he warned them to stop loafing.

COMPLAINTS—"During the last few weeks, whenever work has been plentiful," said Boyle, "reports have been coming in that many electricians have been loafing and killing time." Boyle placed part of the blame on contractors for being lax when work is plentiful or taken on a cost-plus basis.

LOAFING DANGEROUS—Failure of union tradesmen to do a full day's work, stated Boyle, threatens the position of union workers, and gives an advantage to employers who do not employ union men. Laggard tactics, he added, also force union contractors to limit the number of jobs they can take on. Seldom, said Boyle, do we find business men deliberately doing things that create unfair competition for themselves.

AMERICAN BUILDER

For that all-important "First Impression"



SCHLAGE®

ENTRANCE LOCKS



PLYMOUTH



KENWOOD



WAVERLY



DORCHESTER

These classic designs in grip-handle locks, with push-button convenience on inside trim, have that solid Schlage feel. Easy to install...mechanism and latchbolt are completely reversible.

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INSIDE TRIM

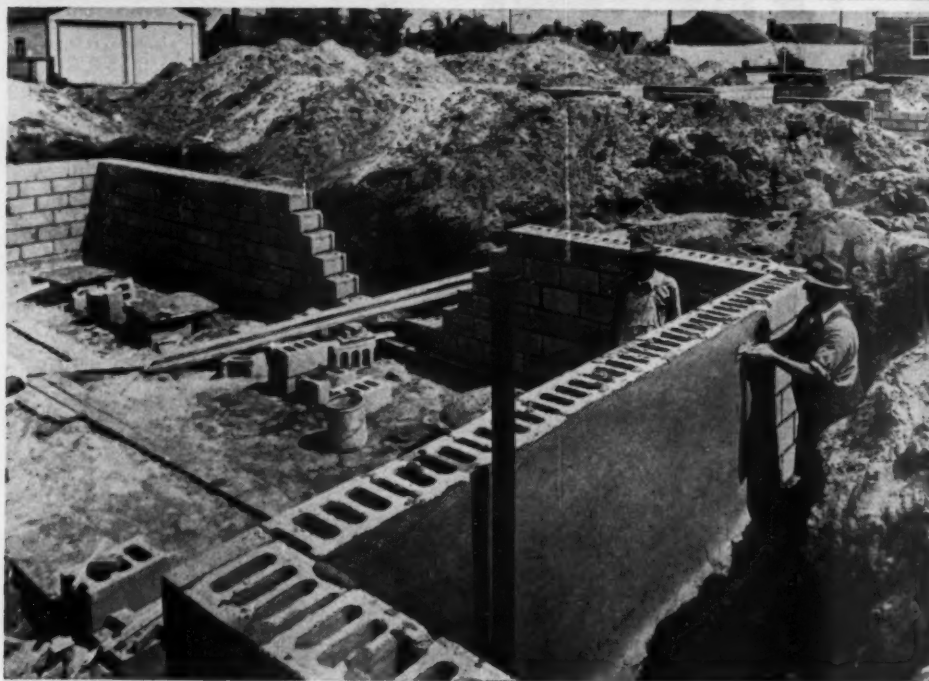
NOVO

PLYMOUTH





TECHNICAL GUIDE for Builders and Craftsmen



CONCRETE masonry basement walls with two coats of portland cement plaster

Essentials of

Basement Walls of Concrete Masonry

HOLLOW concrete masonry is generally acceptable for the construction of basement walls. The masonry units are laid up quickly and economically and provide strong, stable walls. No forms are required with this type of construction.

Concrete masonry is made up with various types of aggregate such as sand, gravel, crushed stone, cinders, expanded clay or expanded slag. These units should comply with local building code requirements as to strength, absorption and moisture

content. In the absence of a local building code, units complying with applicable ASTM specifications should be used.

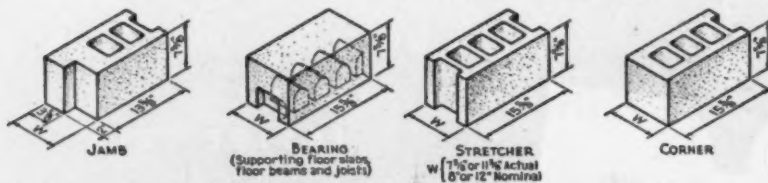
Concrete masonry should be laid up with a mortar composed of one of the proportions given in Table II. The mortar selected depends upon the type of wall to be constructed.

The first course of masonry should be placed on the concrete footing using a full bed of mortar. This is the only full mortar course that is used in ordinary concrete masonry wall construction. Succeeding courses are laid by using face-shell bedding with full mortar coverage on vertical and horizontal face shells.

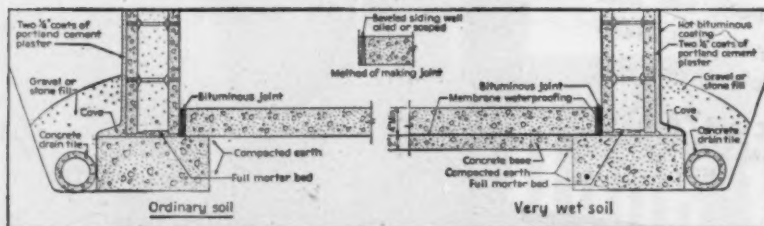
A good practice to follow to insure well filled, watertight "head" joints is to apply mortar to the vertical face shells of both the unit just laid and the unit next to be placed.

The course of concrete masonry supporting floor slabs, floor beams or joists shall be constructed by filling the cores of the units with concrete

(Continued on page 60)



TYPICAL concrete masonry units for basement construction



BASEMENTS with walls of concrete masonry

How to Prevent Wet Concrete Floors

"High-heat capacity floors have a further undesirable feature in climates having abnormally high humidities, particularly in the summer. The concrete in contact with the ground is relatively cool, and frequently moisture condenses on the floor surface, damaging floor coverings."

"When the slab is insulated from the ground, its surface tends to follow air temperatures much more closely and is seldom below the temperature at which condensation begins to take place."

From "Progressive Architecture" research report: "Insulation for Concrete Floor Slabs on Grade."

Warmth in walls and ceilings flows to cold uninsulated floors, following nature's law that heat travels from warm to cold, in any direction, in conduction and radiation. The rate of radiation and absorption is over 90%. Furniture, even people, radiate heat to the colder floor, and also conduct heat down wherever they touch its colder surface.

The warmth absorbed by the floor flows down by conduction through solids to its colder under surface which radiates the heat wastefully to the ground at a rate exceeding 90%.

Multiple sheets of accordion aluminum underneath the floor reflect back 97% of radiation. The air spaces restrict heat flow by conduction to 5%. There is no such thing as convection downward. With practically no heat loss, the concrete "tends to follow air temperatures" and remains above dew-point.

Moreover, multiple accordion aluminum has zero vapor permeability. It remains permanently in place, is cheaply installed without the need of expensive support, and does not tear where stapled because it weighs but 1 oz. to the sq. ft. and is moisture-proof and non-condensation-forming.

INFRA THERMAL FACTORS, DOWNHEAT

Type 6 C.044 R22.72 = 9" Dry rockwool
Type 4 C.065 R15.38 = 6" Dry rockwool
Type 4 Jr.* C.097 R10.30 = 4 1/2" Dry rockwool
*In 1" space.

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TECHNIQUE FOR INSULATING CONCRETE FLOORS

Installed over rolled gravel (A), for residences; over appropriate 4", 5", 6", etc. cement slab for factories, warehouses, hangars, etc.

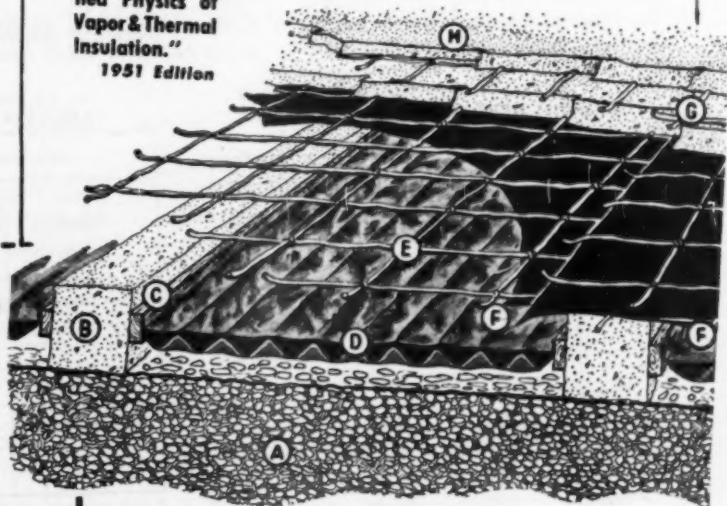
(1) On 16" centers make appropriate forms for concrete joists (B), 3"x3", 4"x3", 4"x5" etc. (2) Pour concrete joists (3) After concrete sets semi-hard, (4) nail wood lattice or furring strips (C), (5) to sides of concrete joists and (6) staple Infra insulation (D) to them (7) with at least 1" space from top of concrete joist.

(8) Over concrete joists place asphalt-paper-backed welded wire mesh (E) (3"x3", or 3"x6", or 6"x6"), paper facing down, mesh facing up. (9) Lap at least 6" (F). (10) Mop lap with waterproofing to prevent concrete while liquid from leaking through. (11) Now lay down a plain welded wire mesh (G) 6"x6", No. 10 gauge, no paper attached. (12) Pour concrete (H) to desired thickness. While pouring concrete, lift free wire mesh with hooks a few inches.

NOTE: It is advisable to drive the nails through the furring strips before applying them to the concrete joists.

From "Simplified Physics of Vapor & Thermal Insulation."

1951 Edition



Basements of Concrete Masonry

(Continued from page 58)

or by using a bearing block in accordance with local requirements.

Mortar joints should be $\frac{3}{8}$ -inch-thick and should be tightly compacted after the mortar has stiffened.

The earth side of concrete masonry basement walls should be covered with portland cement plaster applied in two coats $\frac{1}{4}$ -inch-thick extending from six inches above the finished ground line down to footing. The plaster should be made in the proportions of one volume of portland cement and 2- $\frac{1}{2}$ volumes of damp, loose mortar sand. Wall surface should be dampened prior to application of first coat. First coat should be roughened after it has partially set and then permitted to harden for at least 24 hours before second coat is applied. The first coat should be dampened before second coat is applied. The second coat should be kept damp for at least 48 hours after application. At the junction of the outside wall face and footing, the plaster should be thickened and rounded to form a cove to divert water from the base of wall.

In poorly drained soils, the exterior surface of the plaster should be given two continuous coatings of hot bituminous material applied at right angles to each other over a suitable priming coat, extending from six inches above ground level down to the top of footing.

Concrete masonry must be protected in cold weather until the mortar has had time to gain the desired strength. At moderately cold temperatures of less than 40 degree F. the wall should be protected with a tarpaulin. In extremely cold weather the concrete masonry units should be kept in a heated shelter until a short



JOINT between floor and wall is filled with hot bituminous material. Right: Concrete masonry is laid with horizontal and vertical shell mortar bedding



time before use, and the water and mortar should be heated, subject to the same precautions. It is desirable to protect the new masonry work for the same length of time as the cast-in-place concrete.

When wood sills are to be placed on top of the concrete masonry basement wall, they should be fastened to the masonry by means of anchor bolts, $\frac{1}{2}$ x18 inches long spaced 4 feet on centers. The anchor bolts are placed in the cores of the last two courses of masonry. These cores are then filled with concrete. A piece of metal lath or wire screen is placed in the lowest mortar joint under the cores to be filled to hold the concrete while it hardens around the anchor bolt.

No filling against the concrete masonry basement walls should be per-

mitted until the first floor is in place. Such precautions are necessary to insure sufficient bracing for the wall against lateral earth pressure.

Data and photographs courtesy of Portland Cement Association, Chicago, Ill.

TABLE II—Recommended MORTAR Mixes Proportions by Volume

Type of service	Cement	Hydrated lime or lime putty	Mortar sand in damp, loose condition
For ordinary service	1-masonry cement* or 1-portland cement	—	2 to 3 4 to 6
Subject to extremely heavy loads, violent winds, earthquakes or severe frost action. Isolated piers.	1-masonry cement plus 1-portland cement or 1-portland cement	—	4 to 6 2 to 3

*Federal Specifications SS-C-181b, Type II.

TABLE IV—Quantities of Concrete Block and Mortar

Wall thickness in.	For 100 sq. ft. of wall		For 100 concrete block
	Number of block*	Mortar** Cu.ft.	Mortar** Cu.ft.
8	112.5	2.6	2.3
12	112.5	2.6	2.3

*Based on block having an exposed face of 7 $\frac{3}{4}$ x 15 $\frac{3}{4}$ in. and laid up with $\frac{3}{8}$ -in. mortar joints.

**With face shell mortar bedding—10 per cent wastage included.

TABLE V—Quantities of Materials Per Cubic Foot of Mortar

Mortar mixes (volume)			Quantities			
Cement Sack	Hydrated lime or lime putty Cu.ft.	Sand in damp, loose condition Cu.ft.	Masonry cement Sack	Portland cement Sack	Hydrated lime or lime putty Cu.ft.	Sand Cu.ft.
1 Masonry cement	—	3	0.33	—	—	0.99
1 Portland cement	1	6	—	0.16	0.16	0.97
1 Masonry cement plus 1 Portland cement	—	6	0.16	0.16	—	0.97
1 Portland cement	$\frac{1}{4}$	3	—	0.29	0.07	0.86

1 sack masonry cement or portland cement = 1 cu.ft.

HIGH

For domestic hot and cold water lines you can still use copper — non-rusting, highly resistant to corrosion!



LOW

The use of copper for underground service lines—another place where you need this hardy metal—is not prohibited by government regulations!



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that can be snaked behind walls and under flooring.

For underground installations use Type K, soft temper, Chase Copper Water Tube. It is ductile; can be bent around obstructions; moves with the earth until the fill settles. Long lengths up to 100 ft. in coils reduce the number of flared fitting connections to a minimum.

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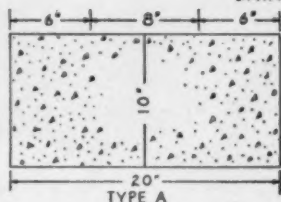
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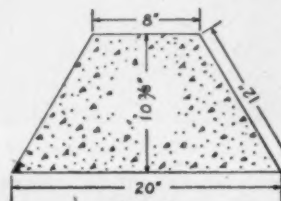
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How would **YOU** do it? Ideas for the man on the job

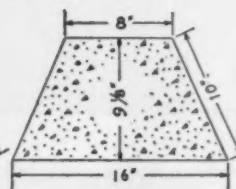
DATA ON CONCRETE FOOTINGS



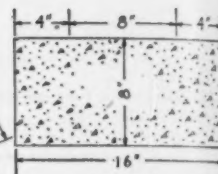
TYPE A



TYPE B



TYPE C



TYPE D

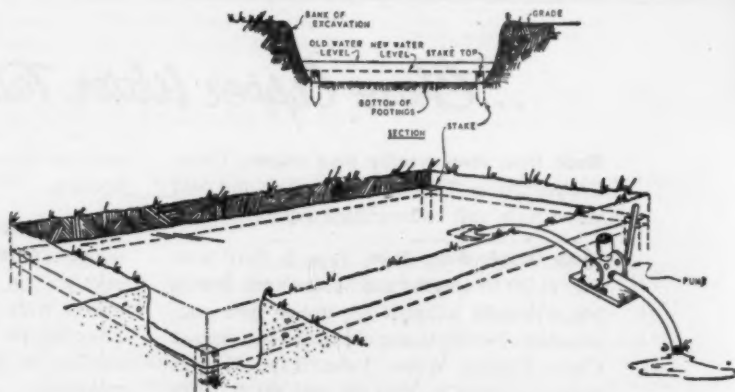
TYPE	A	B	C	D
WIDTH-BOTTOM	20"	20"	16"	16"
WIDTH-TOP	20"	8"	8"	16"
HEIGHT	10"	10 3/4"	9 3/4"	8"
AREA-SECTION	200 sq	145.3 sq	109.5 sq	128 sq
BEARING-BOTTOM (30 LBS PER LINEAL FOOT)	240	240	192	192
EXTENT-LINEAL FT. PER CUBIC YARD OF CONC.	19.44	26.76	35.5	30.37

Easy Estimating of Concrete Quantities

The increasing number of basementless houses has brought a new technique in the construction of footings and foundation walls. Today, concrete footings need only be poured to lie below the frost line, which varies according to the climate and the type of soil.

To facilitate estimating the number of cubic yards of concrete, usually a 1:2:4 mix with about six gallons of water to the bag the following data developed from the footing sections shown are used. Along the bottom row of schedule shown above is listed the distance or length

of footing obtained from one yard of concrete. The footings sections indicate the types commonly used in ranch type or basementless homes. The weight distribution of these homes under average soil conditions is not excessive. The area per lineal foot is shown to run between 192 and 240 square inches, and lies within the recommended FHA limits for homes of this type. It is important to remember that the center wall usually carries more, and sometimes twice, the load of the outside walls. Therefore adequate piers must be provided.—Erwin L. Schatt, Atlantic City, N. J.



How to Level Footings in Flooded Excavation

This method is recommended where the excavation is flooded and footings need to be leveled without using transit or level. Pump the water out to the level of future stake tops.

Drive stakes in until they are flush with water surface, then pump out the remainder of water.—J. L. Everitt, Toronto, Ontario, Can.

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Vernon Griffin is using a Model 825 SKIL Saw in the final stages of construction of a wall section. He is trimming wall sheathing from a window area. He says, "SKIL Saws make every cut with minimum effort. We need only one SKIL Saw to keep 13 carpenters busy." He adds, "We never have a production slow-down while waiting for a sawing job."

A. W. Whiteside, carpenter, is using a model 77 SKIL Saw as he saws a split end from a 4 x 4. "A saw needs plenty of 'guts' for a job like this," he says. "Only SKIL Saws have what it takes."



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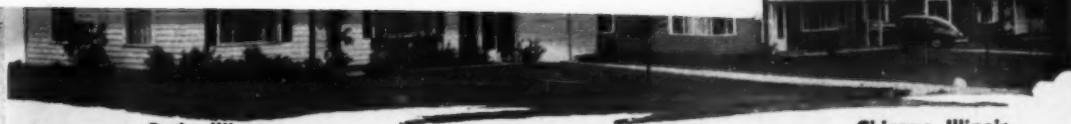
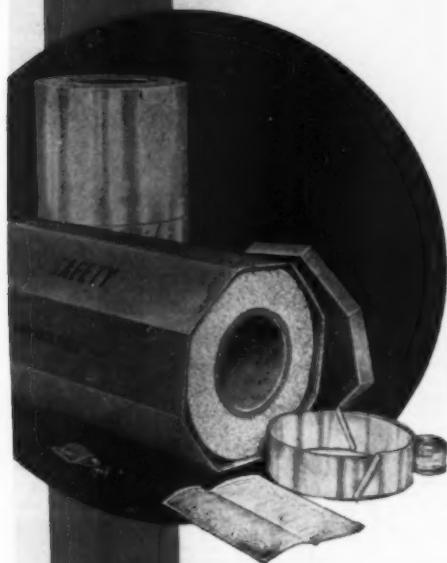
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Twisting Form Wires

A dull scratch awl is found to be the best tool for twisting form tie wires. The tapered steel blade is sturdy and the wood handle fits nicely into the palm of the hand.
 —W. A. Woodard, Volga, S.D.

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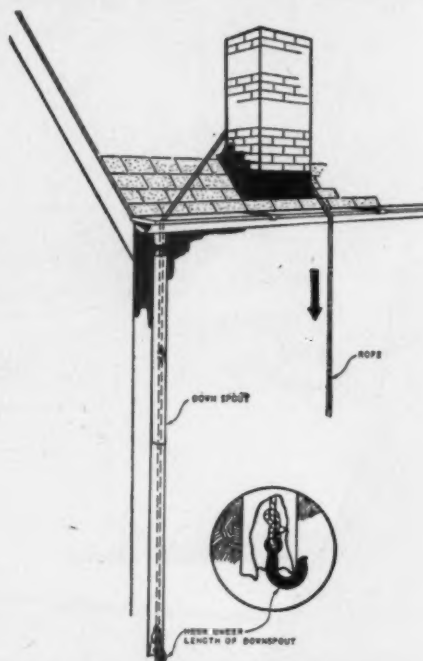
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How would YOU do it?

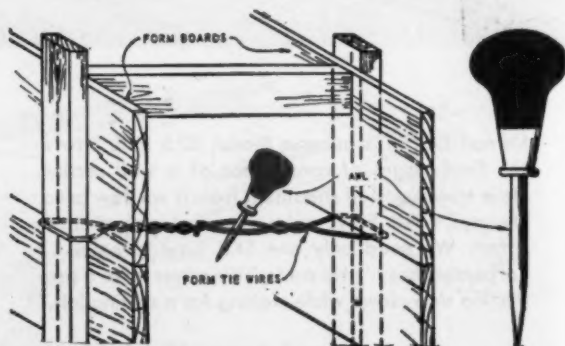
Ideas for the man on the job



A One Man Downspout Installation

The illustration above indicates a simple method for one man to place downspouts in position on the wall of a house from gutter to ground.

First, two sections of downspout are put together on the ground. A rope with hook attached at one end is run through these sections. The two sections are then raised in position, and the rope is carried through the funnel at gutter, extended up around a chimney or other projection and secured in position after sections have been drawn up tight. Mechanic can now concentrate his entire attention to securing downspout to funnel and gutter after which the rope is removed.—Lester F. Hewitt, Cleveland, Ohio.



Twisting Form Wires

A dull scratch awl is found to be the best tool for twisting form tie wires. The tapered steel blade is sturdy and the wood handle fits nicely into the palm of the hand.—W. A. Woodard, Volga, S.D.

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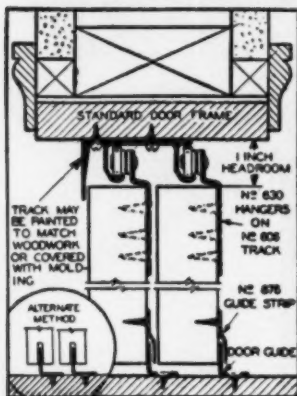
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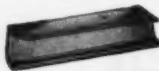


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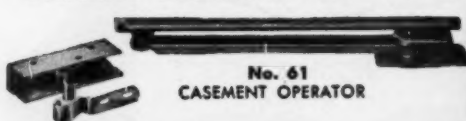
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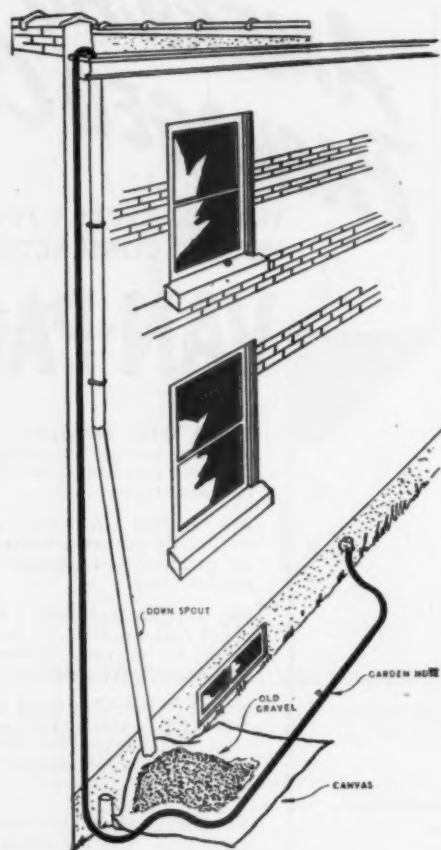
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Ideas for the man on the job



Easy Method of Removing Gravel for Roof Recoating

An easy and simple method for removing old gravel and dirt from a roof to be recoated is shown in the sketch.

First, disconnect the lower portion of existing downspout on building. Then connect a hose to the closest sill cock and carry the other end of the hose to the roof. Allow nozzle of hose to extend into the upper portion of downspout. In this manner, as the old gravel and dirt is emptied into downspout, the water washes it quickly away. Canvas is placed on ground to receive the old debris. A great saving of time and labor is accomplished. —Lester F. Hewitt, Cleveland, Ohio.



How to Improve Paint Pails

Remove the messy cover grooves of gallon paint pails with a can opener. This leaves a smooth even edge on pails to use for mixing and painting.—W. A. Woodard, Volga, S.D.

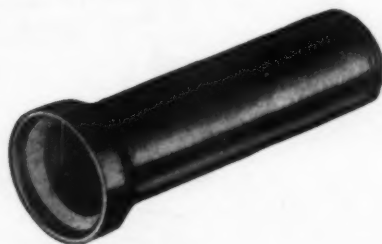


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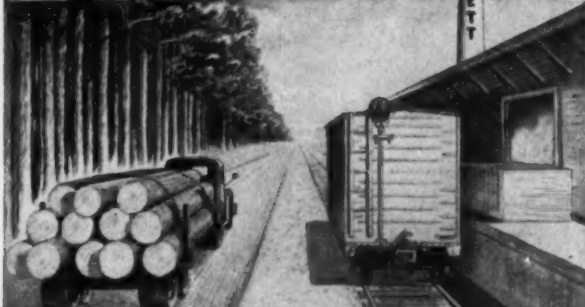
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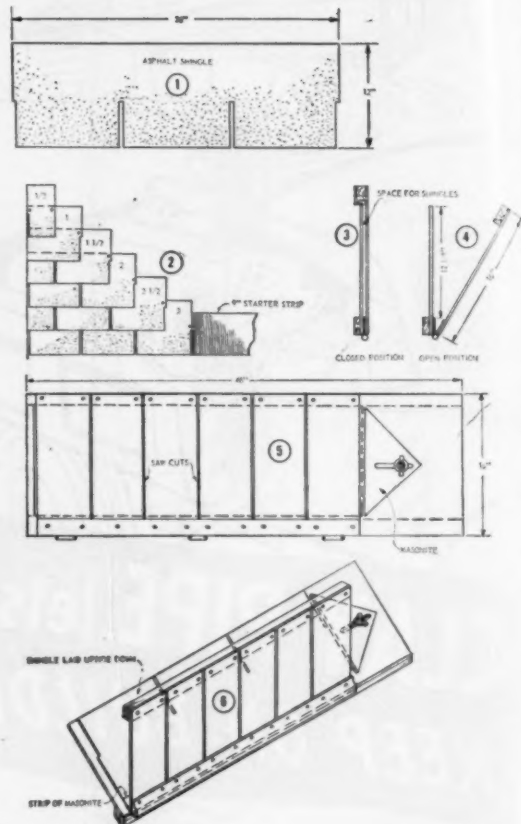
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How would YOU do it? Ideas for the man on the job



Cutting Board for Asphalt Shingles

The cutting board illustrated above simplifies the job of cutting asphalt shingles used in starting courses when laying up an asphalt shingle roof.

Figure No. 1 shows the normal 3-in-1 asphalt shingle. Figure No. 2 shows the shingle cut for starting courses, with full shingle at bottom, reducing up to sixth course. Figure No. 3 shows the end view of cutting board in closed position. Figure No. 4, cutting board in open position. Figure No. 5, plan view of top of cutting board with five saw cuts spaced to conform to shingle cuts and half cuts. Triangular piece of hardboard can be drawn up tight with wing nut when shingle is placed in board for cutting. Figure No. 6, perspective view of open position of cutting board.

To use, open the cutting board, place shingle to be cut between the leaves of board, draw hardboard tightly against the end of shingle and tighten wing nut. Draw cutting knife through saw cuts as required.—Aron F. Ohman, Glen Head, N.Y.

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"Ask The Experts"

Got a problem you haven't solved? Can't solve? Haven't the time to solve?

Have you solved a problem with an answer you aren't sure of?

Are you doing some particular job—big or little—in a way that you think might be improved?

Then "ASK THE EXPERTS"—a group of industry authorities—experts in their fields. They'll give you the answer.

Address your questions to: "Ask The Experts," *American Builder*, 79 West Monroe St., Chicago 3, Ill.

As many questions and answers as space permits will be published monthly in *American Builder*, under the head—"Ask The Experts."

Stair Risers

... Hoping you can give me some information on standard size of stair risers and how to measure them.

R. W., Chicago, Ill.

It has been found most satisfactory to hold risers to $6\frac{3}{4}$ to 7 inches and treads to $10\frac{1}{2}$ to $10\frac{3}{4}$ inches. Of course, slight variations in these dimensions may be made; but in all cases the sum of the tread and riser should equal about $17\frac{1}{2}$ inches. All treads must be the same width and all risers the same height in any one flight of stairs. The angle with the horizontal should be between 30 and 36 degrees for maximum safety. A nosing of about one inch is desirable. All stairs should be equipped with permanent, substantial handrails 36 inches above the center of the treads.

Scale of Prints

I've wondered why some builders object to plans at 3/16-inch scale. Do they actually take measurements from prints with their rule or square? If the drawing was adequately dimensioned should there be any objection? Some rambling ranch house plans are too large for 1/4-inch scale and too small for 3/16-inch scale.

K.H., Champaign, Ill.

Builders do use a rule on the plans, as dimensions can be determined easily and accurately from $\frac{1}{4}$ or $\frac{3}{16}$ -inch scales. As it is not possible to include all dimensions in every portion of the plan it is advisable to use the standard scales.

Many times large ranch house plans can be developed on $\frac{1}{8}$ -inch scale, using a larger scale for important details. We wouldn't recommend using the $\frac{3}{16}$ -inch scale.

Measuring Rafters

As a new subscriber, I would like to take advantage of your "Ask the Experts" to get some information about measuring rafters. Could you tell me the recommended practices?

G.S.E., Des Moines, Iowa

COMMON RAFTERS—The commonly-used step-off method of measuring common rafters is based on the unit of run, which is 12 inches. As shown in the above diagram, place square on the edge of the rafter stock with the 12-inch mark on the blade at the edge of the stock and the number of inches in rise on the tongue at the same edge. In this position, the line drawn along the tongue is the plumb or ridge cut, and the line drawn across the blade is the angle of the seat or plate cut.

To arrive at the length, mark carefully at the point where the 12-inch mark strikes the edge of the piece and at the point where the rise in inches on the tongue strikes the same edge. Step off as many of these markings as there are feet in the run, which is one-half the span of the building. If there is a ridge in the roof, one-half the thickness of the ridge piece must be taken off at the plumb, or ridge cut, on each rafter. (Drawing below.)

JACK RAFTERS—The length of jack rafters, regardless of their spacing, can also be determined by using the steel square. Hold the square to

the stock with 12 inches, the unit of run, on the blade and the rise per foot on the tongue, as shown in the drawing. Mark along the line A—B. Then slide the square on the stock until the

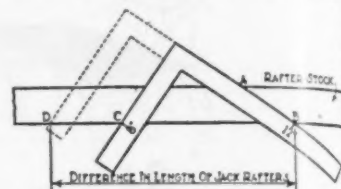


figure representing the spacing of the jack rafter touches the point B. The distance D to B will be the difference in length of the jack rafters. (This information is taken from the *American Builder's* December 1950 article on Construction Lumber, pages 129 and 130.)

Foundation Changes

We are planning to build the ranch house that was featured in the June issue of American Builder, using floor type radiant heating under a concrete slab floor.

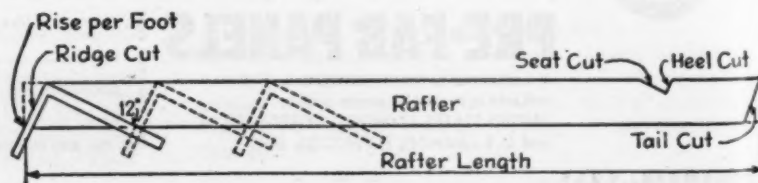
Would you deem it practical to make the following foundation changes?

Excavating trenches under all wall bearings 30 inches deep, 10 inches wide and filling trench with concrete to within four inches of the grade; then laying one row of 8-inch concrete blocks on the 10-inch wall on which the framing of the house is to be set.

For insulation, placing two layers of 1-inch Flexcell board two feet deep on the inside of the concrete wall and block; then pouring concrete slab against this Flexcell board and to the top of the concrete block. Or would it be advisable to install insulation on the outside of the concrete wall and the block and pour slab on the inside against the block?

O.N.M., Snyder, N.Y.

In connection with the foundation under the bearing wall and also the



exterior walls, it would be best to carry the bottom of the footing at least 3 feet, 6 inches below grade, or whatever the frost line might be in your locality.

Why not pour the slab over the footings and do away with the block? The framing can be placed directly over the floor slab and the 2x4 plate bolted to the slab every five feet.

The use of the 1-inch rigid insulation on the inside of the slab is good. It should run under the slab at least two feet. A barrier should be placed under the slab as protection against moisture.

Curing Concrete in Winter

The problem of curing concrete in structures when the outside temperatures are below freezing is giving us considerable trouble. The inspector on our job requires that all floors, beams and girders be kept moist for seven days, even though outside temperature is below freezing. While we appreciate the need for curing in summer when temperatures are high, it seems ridiculous to cure concrete when the structure is housed in with tarpaulins, straw and heat. Have you any information relating to various methods of supplying heat in structures during constant operations?

B.C.L., Detroit, Mich.

Adequate protection of concrete against damage by frost during the making and early curing period is absolutely essential whenever temperatures below 40 degrees F. are likely to occur in that period. The use of a definite and complete specification governing such protection is imperative if reasonable assurance of an undamaged structure is to follow.

Most specifications, at least for winter concreting, require that the concrete when placed shall have a temperature of 70 degrees F. and not more than 80 degrees F., and that it shall be maintained at 70 degrees F. for three days or at 50 degrees F. for five days for normal concrete. The methods of curing and protection shall be such as to prevent evaporation of moisture from the concrete and injury to the surface. Apparently it is on this question of length of time for moist curing that you are concerned.

The subject of moist curing and rate of application of water is generally covered in the specification. A typical specification requires that all exposed concrete surfaces within the heated area shall be kept moist during the heating period. Note that this requirement covers all exposed surfaces. Therefore, concrete placed in

forms and not exposed need not be wetted down since the forms act as protection against rapid evaporation.

The use of live steam for protecting newly placed concrete from freezing and for providing initial curing has resulted in excellent concrete at no greater cost than less desirable dry heating methods. You might explore this possibility.

J. N. Bell

Portland Cement Assn.

Expansion Joints

I have read that most floors do not require expansion joints, yet I have been told that consideration should be given to the possible need for them. Is there any way of knowing in advance whether expansion joints in—let us say, cast-in-place concrete floor slabs—are necessary for homes and/or light industrial plants?

J.P.S., Denver, Colo.

Most concrete floors in homes and light industrial plants do not require expansion joints, but consideration should be given to the possible need for them. The purpose of expansion joints in reinforced concrete is to relieve the structure of stresses due to volume changes that result from variations in moisture content and temperature. If a concrete floor were free to expand and contract, no stress of importance would develop from such movement, but in actual practice this is seldom the case.

In general, homes and small industrial plants have cast-in-place concrete floor slabs supported by precast concrete joists which are framed into concrete masonry walls. Such buildings of ordinary size and regular in plan can be designed to resist the stresses caused by volume change without recourse to expansion joints in the floors.

If floor joints are used, they must be made so water will not leak through to the floor below, and provision must be made for a smooth traffic surface. Water seals should be provided unless it is definitely known that there will be no water on the floor. Sliding plates that are flush with the floor surface interfere least with traffic. Thresholds that project above the floor surface (except in doorways) are objectionable.

Concrete floors usually continue to dry out during the life of the structure, so volume change due to variation in moisture content is one of shrinkage only. There may be a slight gain or loss of moisture because of seasonal changes in atmospheric humidity, but, in general, concrete floors may be assumed to shrink and not swell.

Many factors influence the need for expansion joints in floors, so definite rules cannot be established as to their size and location. Consideration of the causes of volume change and the study of concrete floors already in service are good guides for the designer's judgment.

J. N. Bell

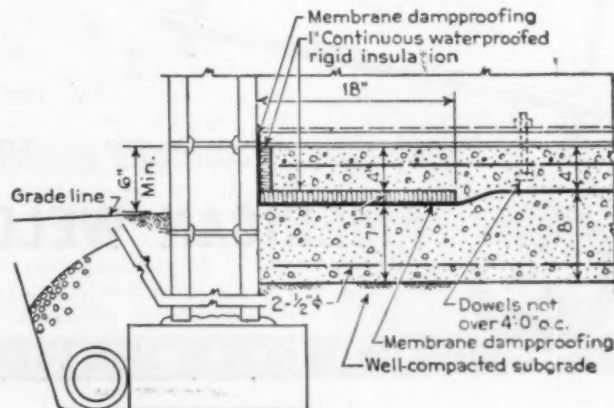
Portland Cement Assn.

Insulation of Slab

Request information on type of insulation to be used beneath concrete floor laid on clay fill.

J.B.W., Columbus, Ga.

A one inch thick, continuous, water-proofed rigid insulation strip should be provided between the foundation walls and the edge of the floor slab. Recent studies by the National Bureau of Standards have indicated that this edge insulation is highly important. The granular fill and membrane dampproofing under the slab act as an insulating material and in most cases sufficiently reduce the heat loss to the subgrade.



Build more salable homes
with American Welded Wire Fabric



This picture shows American Welded Wire Fabric adding the high tensile strength of steel wires to a concrete ground slab. This type of construction protects the home against excessive settling and cracking, and insures the value of the buyer's investment.

Every type of



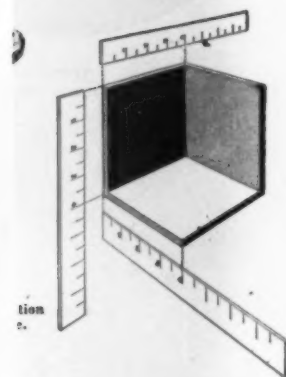
AMERICAN WELDED WIRE FABRIC

reinforcement

UNITED STATES STEEL

AMERICAN BUILDER

MODULAR



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*materials dealer—smaller
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: architect—less drafting
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*e contractor—controlled
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on time.
: home owner—a better
ower cost.*

ces selected the 4" module.

materials that remain in the build-
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them away.

Hundreds of manufacturers make
the different parts that are as-
sembled in the automobile. Each
part is made in a size that fits ex-

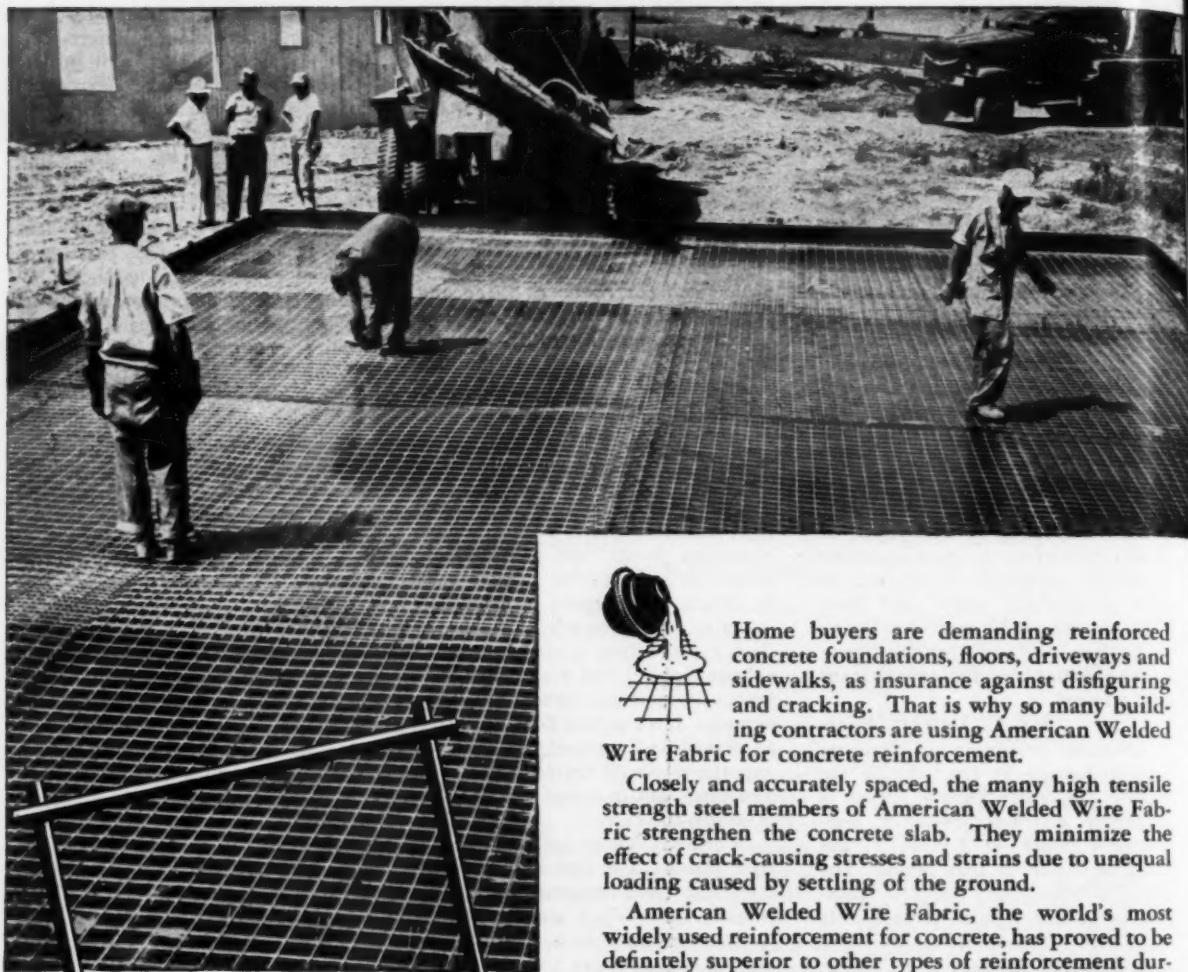
*relate building parts, thereby re-
ducing material and labor costs in
the assembly of the structure.*

*2. The manufacturer in fixing
the sizes of his products.*

*3. The architect in relating his
dimensions and details to planning.*



Build more salable homes with American Welded Wire Fabric



This picture shows American Welded Wire Fabric adding the high tensile strength of steel wires to a concrete ground slab. This type of construction protects the home against excessive settling and cracking, and insures the value of the buyer's investment.



Home buyers are demanding reinforced concrete foundations, floors, driveways and sidewalks, as insurance against disfiguring and cracking. That is why so many building contractors are using American Welded Wire Fabric for concrete reinforcement.

Closely and accurately spaced, the many high tensile strength steel members of American Welded Wire Fabric strengthen the concrete slab. They minimize the effect of crack-causing stresses and strains due to unequal loading caused by settling of the ground.

American Welded Wire Fabric, the world's most widely used reinforcement for concrete, has proved to be definitely superior to other types of reinforcement during years of practical use and in sample slabs tested to destruction.

American Welded Wire Fabric is easily handled, quickly laid. Reduce costs—build more sales pull into every dwelling—use U·S·S American Welded Wire Fabric.

AMERICAN STEEL & WIRE COMPANY, GENERAL OFFICES: CLEVELAND, OHIO
COLUMBIA STEEL COMPANY, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS
TENNESSEE COAL, IRON & RAILROAD COMPANY, BIRMINGHAM
SOUTHERN DISTRIBUTORS
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

Every type of concrete construction needs

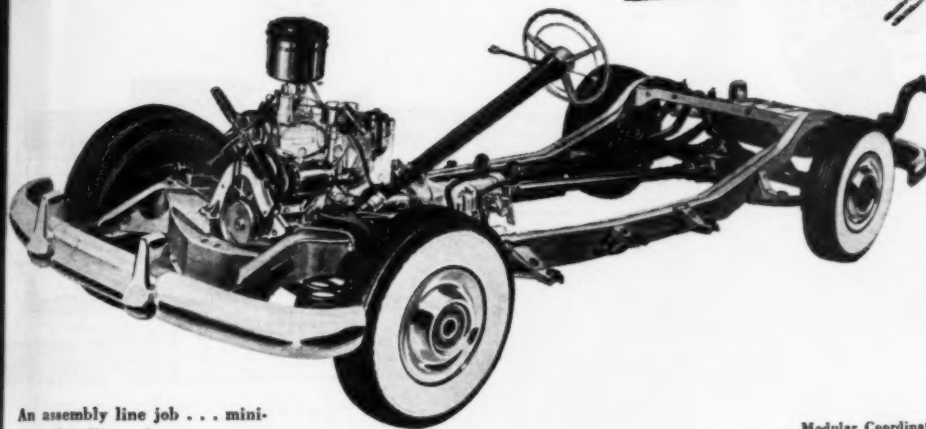


AMERICAN WELDED WIRE FABRIC

reinforcement

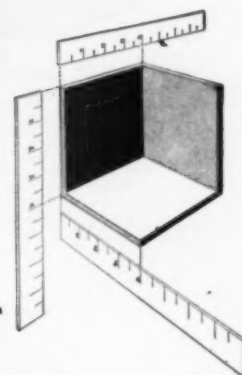
UNITED STATES STEEL

MODULAR COORDINATION



An assembly line job . . . minimum handling of parts . . . no materials waste.

Modular Coordination uses the 4" module.



PART 2

What it is, why it works, and whom it benefits, by the *American Builder's Modular Reporter, Lee Frankl.*

Your automobile is assembled of engineered parts designed to fit each other. There are no sawed-in-half, or broken-off pieces left over when the assembly is completed. Over 7000 manufacturers supply Chrysler Corp. with parts for their cars. They are delivered on a planned schedule to avoid unnecessary handling. When a house is built, a small mountain of waste material piles up.

This trash heap of brand new costly materials is an important part of the costs of building a house. Many man-hours of labor have gone into their manufacture and delivery to the site. More man-hours are used cutting them off the materials that remain in the building. Still more labor is used carting them away.

Hundreds of manufacturers make the different parts that are assembled in the automobile. Each part is made in a size that fits ex-

actly the other parts on the assembly line.

By comparison, building materials have generally been made in unrelated sizes. Little or no attention has been given to the problem of fitting building materials together in a house. The architect knows that no matter how carefully he adjusts dimensions, most materials will not quite fit. He relies upon the contractor to cut the materials to fit the dimensions.

Today there is a system—Modular Coordination—designed to do away with this extravagance. It is a system of dimensioning—a logical method for fitting standard-size building materials together with a minimum of cutting and fitting on the site.

Modular Coordination has been adapted by all phases of the building industry. A 4-inch module was agreed upon to serve as a guide for:

1. The development of assembly details for product sizes which correlate building parts, thereby reducing material and labor costs in the assembly of the structure.

2. The manufacturer in fixing the sizes of his products.

3. The architect in relating his dimensions and details to planning.

4. The contractor in relating the design and materials to a controlled modular method which minimizes his labor and materials costs and adds to his efficiency in assembling building parts.

The advantages of Modular Coordination are well distributed.

For the manufacturer—elimination of many odd sizes, reduced inventories.

For the materials dealer—smaller inventories, speedier service.

For the architect—less drafting time, more time for improved design.

For the contractor—controlled job methods, more efficiency, less construction time.

For the home owner—a better house at lower cost,

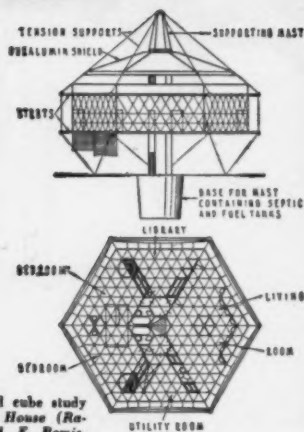
Study committees selected the 4" module.



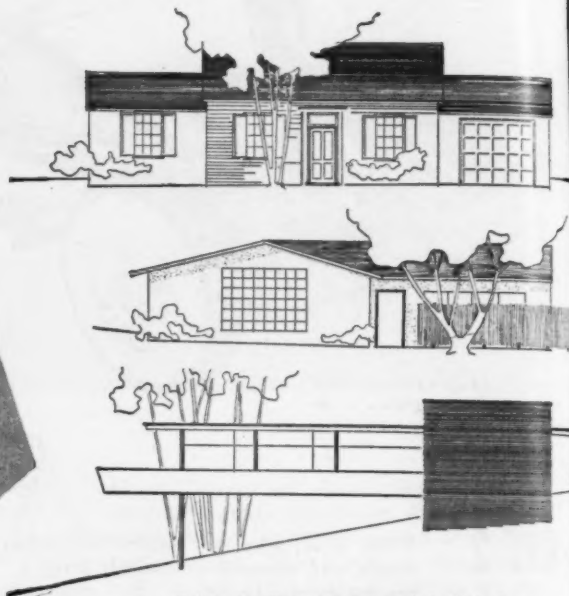
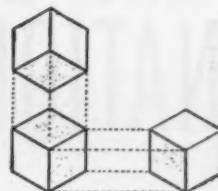
MODULAR HISTORY



Tip up...
Colonial
version.



Dymaxion house and cube study
from *The Evolving House (Rational Design)*, by A. F. Bemis.
The cube allows the maximum
freedom of layout and type for
any building.



Modular Coordination imposes no design limitations
... from HHFA booklet *MODULAR COORDINATION*.

PART 3 Background, development and contributors.

The studies and proposals upon which today's modular system rests were first published in 1936 by Albert Farwell Bemis, a Boston engineer. Mr. Bemis devoted a great deal of time to extensive research in proving and developing a basis for the dimensional coordination of building products. Much of Mr. Bemis' research is contained in a series of books called the "Evolving House." The third volume, "Rational Design," is a theoretical explanation of the cubical 4-inch module. The heirs of Mr. Bemis formed the Modular Service Association to further this work.

In 1938, the American Standards Association called a conference of representatives of the building industry to consider a project to coordinate the sizes of building products. In 1939, a group project to develop the idea further was set up under the auspices of the Ameri-

can Standards Association. It is known as Project A62. The project has at all times included representatives of each of the many groups who are concerned with building. Modular Coordination is sponsored by the American Institute of Architects, the Producers' Council and the National Association of Home Builders. In spite of the disruption of the War, their studies of the fitting-together of building parts in reference to the 4-inch cubical module had progressed far enough by 1945 to start publishing approved American Standards for Modular Coordination. The funds for the vast amount of technical work necessary for this were largely contributed by the heirs of Mr. Bemis. In 1946, a reference guide was published for the use of architects who were changing to Modular Coordination. By 1948, the benefits of the system had become apparent in actual practice. Under Congressional authorization, the Housing and Home Finance Agency is assisting in the

development of the general adoption of Modular Coordination.

In 1950, an office for Modular Coordination was set up by the American Institute of Architects for the same purpose.

The National Association of Home Builders now co-sponsors Modular Coordination with the American Institute of Architects and the Producers' Council.

The Building Research Advisory Board (BRAB), since its inclusion in 1949 as a unit of the National Academy of Science, has assumed the much needed role of correlator, stimulator and advisor on all matters pertaining to the building industry. It is already a most important factor in furthering the objectives of Modular Coordination. Now, through its new supporting agency, the Building Research Institute (BRI), manufacturers, contractors, associations, and professionals may have a voice not only in the future of Modular Coordination, but in all problems related to the science of shelter.

MODULAR BUILDING MATERIALS

PART 4

A manufacturer applies the theory. Result — a profitable operation for himself, dealer and contractor.

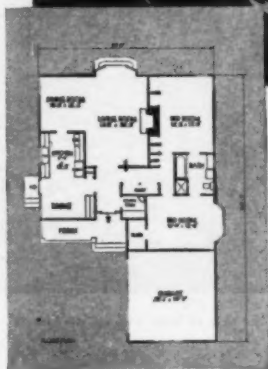
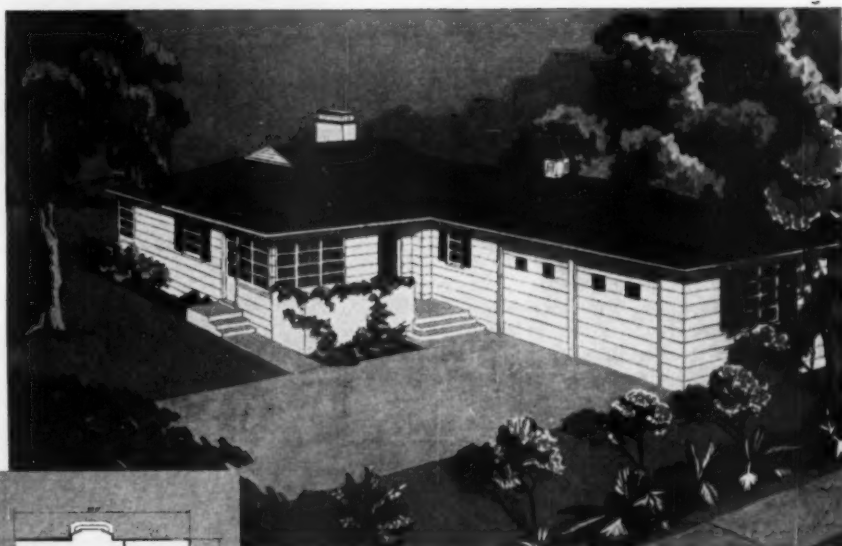
Many manufacturers are doing a sincere job of developing and coordinating their materials on a modular basis. Structural Clay Products Institute, the trade association for the clay products industry, was quick to recognize the value of Modular Coordination, and throw its complete engineering and educational support to the new project. Other trade associations are also actively developing modular sizes for their industries.

It is to show what a single manufacturer can do to coordinate its products with other building parts that I report on the work done at Homasote Company.

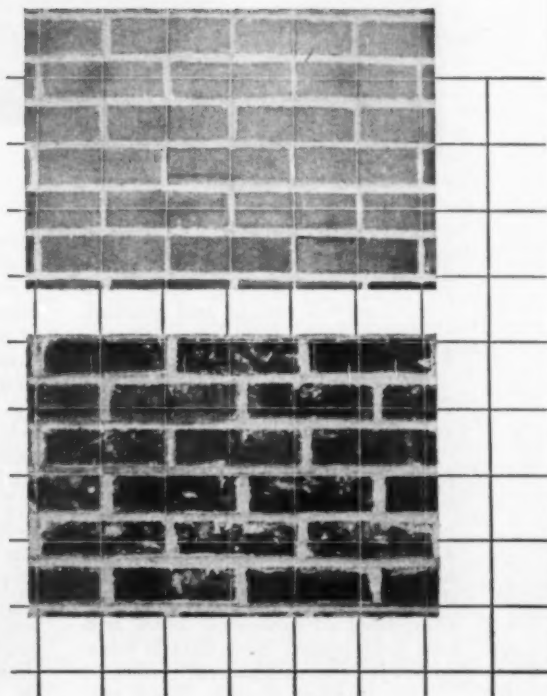
F. Vaux Wilson, Jr., recognized that the large Homasote sheets were a 'natural' for pre-assembly off or on the site. A study was made by Homasote to simplify details for sectional assembly. Out of this grew a plan to design and build a house based on these details.

In 1936, W. Henry Neubeck, AIA, was asked to design a house to sell at a fixed price of \$3,200 with the lot. Although he thought Mr. Wilson was out of his mind, he did take the details and designed the house. Charles Bamford, Jr., of the Homasote Company, supervised the construction of the house in Trenton, N.J. The house cost \$5,200 to build, a net loss of \$2,000 — but the waste materials filled less than two bushel baskets.

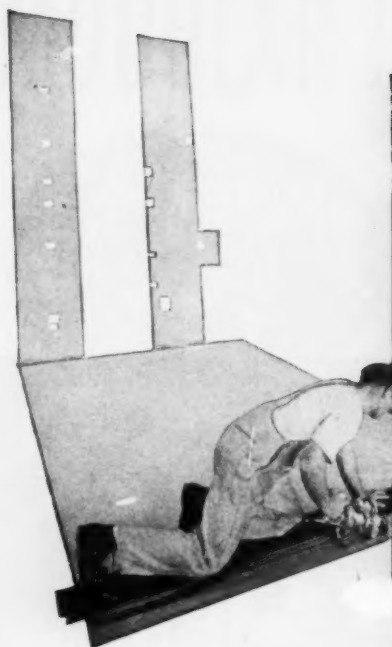
All concerned were convinced that a start had been made in the right direction. The name of Precision-Built Homes was adopted



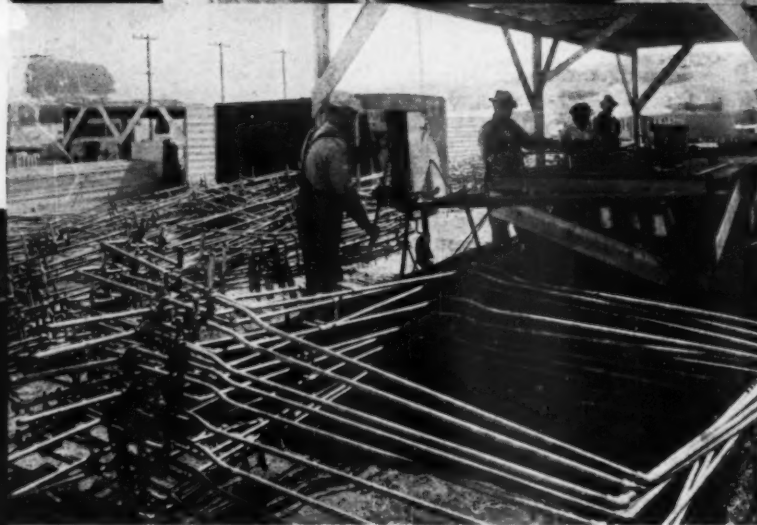
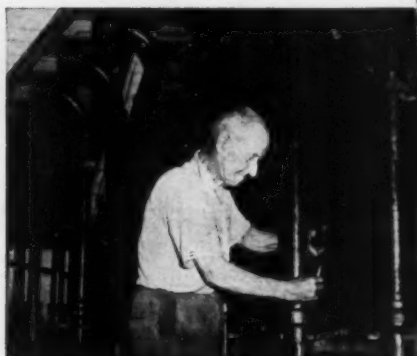
Homasote house and floor plan for a Florida project.



Modular masonry house, above, and non-modular masonry house, below, with gridlines superimposed. Compare joints in the two walls. Note uneven joints in non-modular house.



Above, use of templates.
Below, waste pipe subassembly.



Above, assembly of large wall section. Below, shop assembly of piping.

and additional Precision-Built Homes were designed. FHA approval, for financing their construction, was sought and granted.

Mr. Wilson, working with the Florida Lumber Dealers, convinced three speculative builders to use Precision-Built Homes in new developments they were planning.

Further study showed the need for a module in planning the entire house, not just the wall section. A module of $4\frac{5}{8}$ ", the thickness of a frame wall with Homasote on both sides, was arrived at. This dimension necessarily led to the development of new scale rules and new grid paper. New details were added for the mechanical trades.

The lumber dealers liked the system. They were selling more

Homasote as part of a complete building materials package. They were able to get engineering assistance for their contractor customers at no cost to themselves. Homasote Company began to see a marked increase in sales. Their interest in the proper end use of their product, and in the problems of the dealer seeking greater economies for his customers, was paying off.

Then Myron W. Adams of the Bemis Foundation visited Mr. Wilson at Trenton. He tried to show a sceptical Homasote group that the $4\frac{5}{8}$ " module was unwieldy. He was not too successful, but he did convince Mr. Wilson to visit Boston, where he saw three houses based on the 4-inch module—the first completed—the second being

erected—the third on the jig table. Mr. Wilson studied the plans. Further discussions with the Bemis group convinced him that only a 4-inch module could really work on an industry-wide basis.

The Bemis Foundation loaned Prentice Bradley and John W. Germond to the Homasote Company for four months. Martin S. Wing and Henry Reiner, architects, joined other Homasote specialists for four hectic months of day, night and week-end work. The results of this work were published by Homasote Company in a book, "Tomorrow's Homes," edited by F. Vaux Wilson, Jr. The book includes hundreds of framing, masonry, plumbing, heating and electrical details. It was distributed to architects,

Vallejo project.



Ft. Leonard Wood project.



Portsmouth project.



Groton project.

contractors, trade schools and libraries.

The Precision-Built Homes division of Homasote Co., working with contractors through local lumber dealers, completely supervised many construction jobs. Among them were the following:

1940 134 two story buildings for the North American Lumber and Supply Co., of Winnipeg, Canada. An interesting footnote on the Winnipeg job, and an object lesson in good public relations for other manufacturers, is the fact that while no Homasote products were available or specified on the job, Griffith Clark supervised the entire job.

1941 Vallejo, California—977 houses of eleven Precision-Built Home designs. Contractor—Barret and Hilp; dealer—Central Lumber Co. Contract time—90 days, completed in 73 days. Homasote Co. supervisors—Griffith Clark and Martin S. Wing. Ft. Leonard Wood, Miss. Contractor—Barret and Hilp. Contract time—90 working days. 500 units of five Precision-Built designs, completed in 49 days. This job was completed a week ahead of contract date. In order that the completion be timed with Labor Day afternoon ceremonies, AFL Unions worked

for the first and only time on Labor Day, and completed the job by 2:00 P.M. that afternoon.

Navy Electric Boat Works at Groton, Conn. 100 defense houses built in 25 days.

1942 Portsmouth Navy Yard, Norfolk, Va. Contractor—Barret and Hilp. 5,000 units—contract schedule 180 days—job completed in 134 days at the rate of 63 homes per day. Homasote supervision by Vaux Wilson and Griffith Clark.

These are just a few examples of how Homasote Company in helping the dealer and his contractor have helped themselves. The Homasote Company knows it could not have done this job without Modular Coordination.

In 1942, the entire Homasote sales force was called in from the field for a thorough training program in house construction. Today this force represents a realistic sales engineering group that does help the dealer and contractor with their problems.

Precision-Built Homes Corporation was later formed to merchandise houses on a large scale, but is no longer active. The staff that developed its modular system is actively engaged in helping dealers and contractors. It is without a doubt the reason so many of them feel a strong loyalty to the Homasote Company, and use its products time and time again.

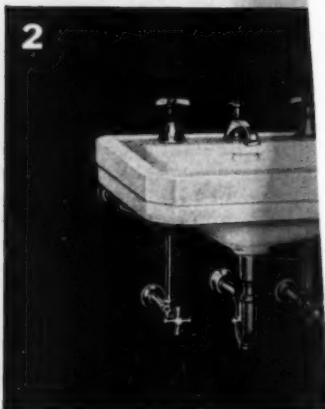
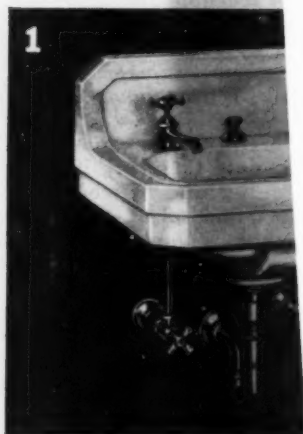
Other manufacturers of some of the most important building materials have adjusted their stock sizes, so that various products will fit together easily by the use of Modular Coordination. Now, manufacturers of kitchen equipment, shower stalls, and countless other products are following their lead.

Many products came in the right sizes—for instance, wallboards and insulation—and they needed no adjustment to tie in correctly with the 4-inch module. Today, metal windows and brick are widely available in modular sizes. Almost all the concrete block and the glazed tile made in this country are modular, as are most of the stock wood windows. Glass block always has been modular.

Manufacturers have many problems related to actual and nominal sizes and can best develop modular sizes by coordinating their products to that of other building parts.

MAXIMUM service...MINIMUM maintenance

Carefully selected washroom fixtures, easy to install, save your clients time and money in building-maintenance, repair and replacement. No less important is the public goodwill they create year after year for owners and tenants. Case fixtures are among today's best units because they are built of durable ware and mechanical excellence. See your Case distributor or write W. A. Case & Son



Case Fix

PAGE MISS

Case *Fine Vitreous China*

PATENTED
AMERICAN BUILDER

but **ALL THREE AGREE**
in American-Standard products!

GES SING

These three housing projects are vastly different in many respects . . . size, architectural design, geographical location. But they're in perfect agreement as to the best plumbing fixtures and heating equipment use. They're all American-Standard equipped!

American-Standard products have proved their durability and maintenance economy through years of useful service in all types of structures — individual homes, multiple-unit dwellings, institutional and industrial buildings. And their sturdy construction and modern styling have created wide acceptance too.

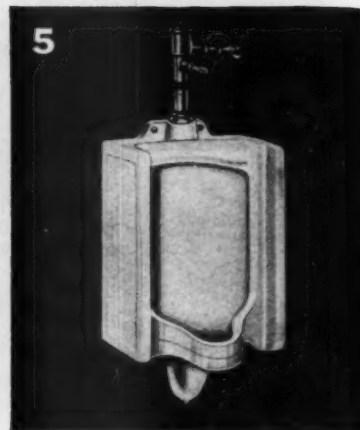
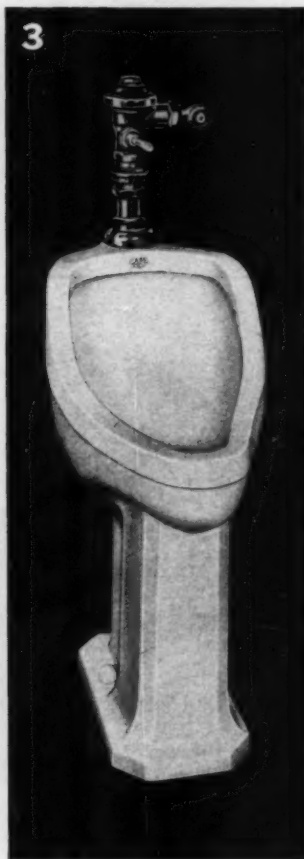
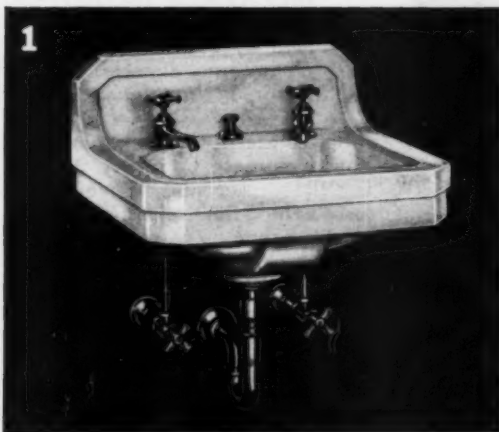
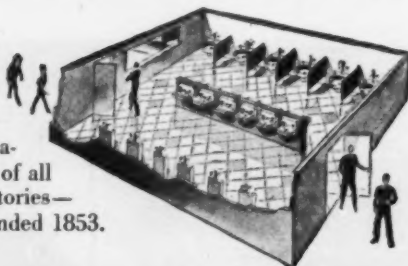
Whatever *your* heating and plumbing requirements, you are sure to find the exact product for your job—regardless of the size, or model you need — in the American-Standard line, the most common in the field. American Radiator & Standard Sanitary Corporation, P. O. Box 1000, Pittsburgh 30, Pennsylvania.



Standard
First in heating . . . first in plumbing

MAXIMUM service...MINIMUM maintenance

Carefully selected washroom fixtures, easy to install, save your clients time and money in building-maintenance, repair and replacement. No less important is the public goodwill they create year after year for owners and tenants. Case fixtures are among today's most popular units because they are built for long, hard service. Their vitreous china-ware and mechanical excellence are adding lasting value to structures of all types. See your Case distributor—listed in Classified Telephone Directories—or write W. A. Case & Son Mfg. Co., 33 Main St., Buffalo 3, N.Y. Founded 1853.



Case Fixtures for modern washrooms...

1 AVON* #900. Wall hung vitreous china lavatory with back. Square basin, front overflow, anti-splash rim.

2 CASE WYNGATE* #600. Lavatory. Square basin. Anti-splash rim, heavy wall hanger.

3 CASCO* #2335-A. Vitreous China Siphon Jet pedestal urinal with chrome plated flush valve, vacuum breaker.

4 CASE WALJET* #2100. Wall Hung Siphon Jet Closet with hard rubber open front seat, concealed check hinge.

5 CASE CASCO* #2325-A. Vitreous China Wall Hung Washout Urinal with shields, integral flush spreader and spud.

All Case plumbing fixtures are of durable acid resistant vitreous china, with fittings especially designed. Available with chair carriers.

Case *Fine Vitreous China*

...but **ALL THREE AGREE** in **AMERICAN-Standard** products!



The Binford housing development of Portland, Oregon, is a 276-unit project equipped with both plumbing fixtures and heating equipment by American-Standard. The bathroom shown here features a Ledgewood Lavatory and Master Pembroke Bath of enamel coated rigid cast iron, and a Cadet Water Closet of non-absorbent genuine vitreous china. The entire Binford heating system is fired by 13 oil fired No. 36 Water Tube Boilers.

Architect: John K. Dukeshurt, Portland, Oregon
Builder: Lin-Co., Portland
Heating and plumbing contractor: Bohren Plumbing Service & Supply Co., Portland

● These three housing projects are vastly different in many respects . . . size, architectural design, geographical location. But they're in perfect agreement as to the best plumbing fixtures and heating equipment to use. They're all American-Standard equipped!

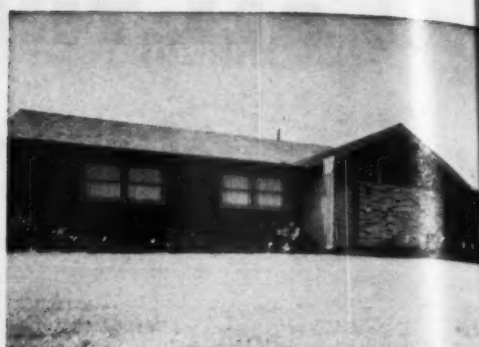
American-Standard products have proved their durability and maintenance economy through years of useful service in all types of structures — individual homes, multiple-unit dwellings, institutional and industrial buildings. And their sturdy construction and modern styling have created wide acceptance too.

Whatever *your* heating and plumbing requirements, you are sure to find the exact products for your job—regardless of the style, size, or model you need — in the American-Standard line, the most complete in the field. **American Radiator & Standard Sanitary Corporation**, P. O. Box 1226, Pittsburgh 30, Pennsylvania.

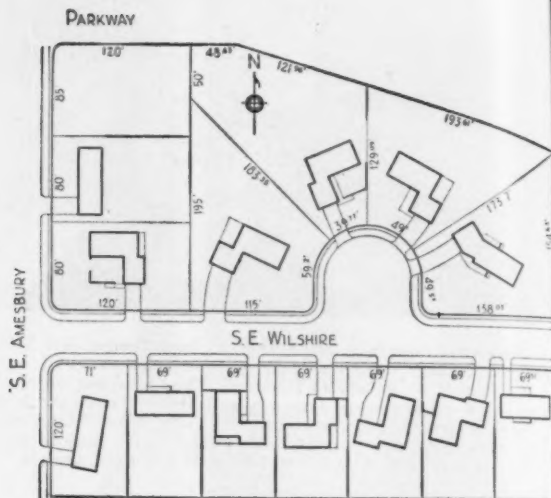


AMERICAN-Standard

First in heating . . . first in plumbing



RIDGEWOOD PARK HOMES of modern ranch style architecture cost from \$12,950 to \$14,500



CEDAR HILLS
BLOCK 36-PART BLOCK 39

Planned Merchandising Program

Prospects can make decisions readily on the kind of a house to purchase in this project. Services offered by builder also simplify color styling, interior decorating and furnishing problems for buyers



GUEST CARD and booklet were the first promotion pieces on the development

AN AGGRESSIVE carefully planned merchandising program has simplified sales problems for Frank D. Evans, Portland, Oregon, builder. Evans is the developer of Ridgewood Park, a 130 home project in Cedar Hills, southwest of Portland.

The promotion program used in inaugurating the development was formulated by an advertising agency employed by Evans. Two pre-opening invitational showings constituted the initial send-off.

The first was a cocktail party for officers of financial institutions, government agencies, friendly competitors, press and radio personnel. This resulted in good advance publicity with one local paper carrying a 708 line picture story in the following Sunday's edition. The other paper ran a 105-line story. Several local radio

stations mentioned the occasion on news broadcasts.

The second invitational showing was for 2500 prospective buyers, people living in better apartment houses, junior executives, young professional men, and others.

The first newspaper advertising announcing the project opening to the public was dignified and "quiet." This advertisement was effective because of its contrast with all the "busy" ads appearing in the real estate sections of the newspapers. Attendance on the opening day was 1726 persons, much greater than the newspaper's estimate of 1,000. The following week's advertisement was changed to a "bolder" type to dominate larger competitive ads in the real estate section. The first two advertisements resulted in the sale of the model home and also brought eight other buyers who insisted on purchasing the same house.

Newspaper ads then were changed to the testimonial type. Subcontractors, construction foremen, the landscaper, and interior decorator told in the ads why they thought Evans' homes were good buys. In addition to these display ads, regular classified ads were used.

Other promotional matter, tied into the merchandising program, included stationery and cards overprinted with a picture of the model house. An 8½ by 4-inch booklet was also prepared for distribution. Contents of the booklet included details of the lo-



GARAGE OF MODEL HOME is used as a display center. The knotty pine bar is available at additional cost

cation, community advantages, pictures of the houses, and a list of all subcontractors. Toy balloons with the name of the project printed on them were given to children of visitors and prospects.

A decorator and a landscape architect are employed by Evans in completing each of his houses. Color styling of the exteriors and interiors

is handled by the decorator in consultation with each buyer. Buyers may order furnishings from the decorator but are under no obligation to do so. Lawns are seeded by the landscaper, and are fertilized for the first year. Here, too, the buyer may have his home completely landscaped but is under no obligation to do so.

A Builder's Warranty Bond of the

Makes Sales Easy

Design E-12

Extraordinary in Value!

Search the countryside and you'll have a hard time finding two- and three-bedroom homes with as much equipment and as many unusual features for ideal living as these — including a wide picture window that immediately relates the kitchen, living room and dining areas to the terrace...natural suburban atmosphere...the salt-lakes from downtown Portland.

\$12,950 to \$14,450 ON SCENE OVERSIZED PLOTS

RESIDENTIAL NEIGHBORHOOD...WINDING STREETS, ROLLING HILLS...ALL OF THE CITY'S UTILITIES, IMPROVEMENTS...CONVENIENCES.

SKINNY HOME OPEN EVERY DAY — 1 TO 5 PM

Frank D. Evans DEVELOPMENT

EASY TO REACH. Drive out Southwest Jefferson Street (Hawthorne Highway) — watch for signs and arrow on left as you approach Cedar Hills. Turn right at junction...through the underpass...then turn left — six blocks back to property.

TELEPHONE Broadway 3953

RIDGEWOOD PARK
WHERE YOU CAN LIVE AND PLAY

SECOND NEWSPAPER advertisement announcing Ridgewood Park was in bolder style. It dominated the real estate advertising page in that issue

FIRST advertisement for Ridgewood Park had a reserved, dignified tone. Opening day attendance exceeded estimates of both Evans and the newspaper

West Side Real Estate

FIRST SHOWING!

Give your home-hungry heart a mighty lift by coming out to join us in the opening today at the new Ridgewood Park Community. Step inside the door of the handsome, interesting Exhibit Home, and observe the effects, features and dimensions that make this into a beautiful residence — Ranch House in style, contemporary in tone, wonderfully thought out, superbly built.

We can name just a few of its attractions: 3 good-sized bedrooms; a 12½x13 living room, a delightful dining space that overlooks the rear garden terrace, a kitchen with elbow room, modern equipment, and its own breakfast bar. The eye of the true home connoisseur will recognize other features that give it enduring worth: a central hall entry, glass used boldly to create sunlight, a tree- or garage that ingeniously converts into a recreational room, charmingly landscaped Kingston lot.

Ridgewood Park setting contributes aspects of beauty, varied prices and modern conveniences in a natural suburban colony atmosphere — 10 minutes from downtown. We invite you to see it.

Exhibit home open every day 'til dusk

\$12,950 TO \$15,000

RIDGEWOOD PARK
A FRANK D. EVANS DEVELOPMENT

type suggested by the National Association of Home Builders is given with each new home.

Realizing that full scale promotion depends on having cost information always at hand, Evans instituted a very simple and accurate bookkeeping system. The complete operation of posting data for the 35-man force takes only two days per week.

Every worker is required to fill in a time card each week. The card details the hours spent by each man on each phase of construction. Twenty-two job classifications are listed. This weekly information from each worker is posted on a master file for every house under construction. Because of this, predetermined time schedules and cost estimates can be made easily for each unit planned.

Time cards must be turned in before any man's wages will be processed. Evans' crew at first turned in carelessly filled out cards. Good results were obtained when details of the process were explained to each man.

In addition to each individual time card, a cabinet shop work order is processed for each house. Accurate costs are determined for cabinetry and added to the labor and material figures.

The Cedar Hills area, when com-

ADVERTISING changed to testimonial type. Subcontractors told why Evans' homes are good buys. This proved an effective advertising program



**"I've Installed the Finest...
Kitchen and Bathroom Fixtures
Available in these Friendly,
Rambling Ridgewood Homes"**

says LES HOLLINGSTAD,
LEWIS PLUMBING & HEATING INC.
Portland, Oregon

These fixtures will be seen daily, used daily, appreciated daily...that's why they were chosen for easy maintenance, known dependability, as well as their finely styled, lasting beauty. "The Plumbing system that we are installing in these homes is one of the most perfectly engineered plans that we ever have had the pleasure of working with," says Mr. Hollingstad. "I give these Ridgewood homes my complete endorsement."

Ridgewood Park—a colony of rustic ranch-type homes, designed for easy living, is currently under development. We invite you to see it.

\$12,950 to
\$14,450

10 minutes to town

RIDGEWOOD PARK
A FRANK D. EVANS DEVELOPMENT

EASY TO REACH. Drive straight out Southwest Jefferson Street. Sunset Highway—watch for giant arrow on the left as you approach Beaverton-Cedar Hills junction. Telephone Broadway 3983.



**"I feel highly honored...
having been chosen as
Interior Decorator for
these Ridgewood Homes"**

says ELEANORE of
ELEANORE INTERIORS
Portland, Oregon

These friendly, low-rambling homes are ideal from the decorator's point of view—because they lend themselves to either contemporary or traditional furnishings. "Then, too, they are perfectly proportioned with furniture groupings in mind. Windows are arranged to get the most from the sun, breeze and shade," says Eleanore. "I give these Ridgewood homes my complete professional endorsement."

\$12,950 to
\$14,450

10 minutes to town

RIDGEWOOD PARK
A FRANK D. EVANS DEVELOPMENT
(SUBDIVISION OF CEDAR HILLS)

EASY TO REACH. Drive straight out Southwest Jefferson Street. Sunset Highway—watch for giant arrow on the left as you approach Beaverton-Cedar Hills junction. Telephone Broadway 3983.

CABINET SHOP WORK ORDER
Work Order NO. 641

Assembly Number: _____
Assembled to order: _____
Date Ordered: _____
Scheduled Completion: _____
Date Completed: _____

Client's Material: _____
Job No. _____
Overhead: _____
Total Cost of Assembly: _____
Date Entered in Book: _____

JOB CLASSIFICATION

COMPONENTS:

1. Form	
2. Plywood	
3. Plywood to Roof	
4. Roof Framing	
5. Girders	
6. Sill Windows	
7. Floor	
8. Sill Windows	
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**BOOKKEEPING SYS-
TEM** involves job
classification, time,
and cabinet shop time
sheets. Accurate costs
are available when
these are properly
filled out. To assure
success of system,
Evans requires work-
men to fill out cards
accurately

AMERICAN BUILDER

"I'm Proud of the Sturdy Construction of These Fine Ridgewood Park Homes"



says AENEAS ERICKSON,
Construction Superintendent
Frank D. Evans Organization

These homes are being built to last...that's why we reinforce the side walls, use oversize cross-bridge rafters and floors of the strength found only in industrial buildings. "The materials and finish work are of the quality that's usually insisted in homes of higher cost," says Mr. Erickson. "I unconditionally endorse their sensible design and their strong, weather-tight construction."

Ridgewood Park, a suburban colony of rustic ranch-type homes situated in a natural atmosphere, is now under construction. We invite you to see it.



EXHIBIT HOME
Open Every Day
Til Dusk

RIDGEWOOD PARK
A FRANK D. EVANS DEVELOPMENT

EASY TO REACH. Drive straight out Southwest Jefferson Street. Sunset Highway — watch for giant arrow on the left as you approach Beaverton Cedar Hills junction. Telephone BRoadway 3983.



says RAY C. HALLBERG,
HALLBERG PAINTING-DECORATING CO.
Portland, Oregon

"I'm sold on these Ridgewood Ranch Style Homes..."

The fine woodwork found in these Ridgewood homes is of a quality generally used in furniture and cabinet work — no joint separations to fill, coarse grains to disguise. "The longer lasting, luxury finishes that we apply are the best we can use," says Mr. Hallberg. "These comfortable homes, in my opinion, deliver more satisfaction per dollar than any I have seen."

Ridgewood Park — a suburban colony of rustic ranch type homes situated in natural surroundings, is now under development. We invite you to see it.

\$12,950 to
\$14,450



EXHIBIT HOME
Open Every Day
Til Dusk

RIDGEWOOD PARK
A FRANK D. EVANS DEVELOPMENT
(SUBDIVISION OF CEDAR HILLS)

EASY TO REACH. Drive straight out Southwest Jefferson Street. Sunset Highway — watch for giant arrow on the left as you approach Beaverton Cedar Hills junction. Telephone BRoadway 3983.



says HOWARD LESHER,
H. F. Lesher Masonry Co.
Portland, Oregon

"There's more than just eye appeal to these Rambling Ridgewood Park Homes"

The fireplaces, flower boxes, barbecues, spits and patios are built of the very highest grade materials. Notice the Roman brick siding on the exteriors...the quarry tile on the friendly hearths. "Brick adds strength, beauty and cheer to any home," says Mr. Lesher. "These comfortable Ridgewood homes have a style and charm far beyond their moderate cost. I enthusiastically endorse them."

Ridgewood Park — a colony of rustic ranch type homes, designed for easy living is currently under development. We invite you to see it.

\$12,950 to
\$14,450



EXHIBIT HOME
Open Every Day
Til Dusk

RIDGEWOOD PARK
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EASY TO REACH. Drive straight out Southwest Jefferson Street. Sunset Highway — watch for giant arrow on the left as you approach Beaverton Cedar Hills junction. Telephone BRoadway 3983.

pleted, will contain 2300 houses ranging from small low-priced units to large houses on two-acre estates. Business district, churches, schools, police and fire protection are all contemplated in the Cedar Hills area. Ridgewood Park, Evans' portion of this development, is the closest to

Portland—only 10 minutes via the new four-lane Sunset Highway.

Evans has started 26 homes ranging in price from \$12,950 to \$14,500, selling under Regulation X with down payments of \$3,600 to \$4,050. The houses are two and three bedroom models with one and two-car

garages. Modern architecture of the Evan's homes features open beamed ceilings and unusual fenestration.

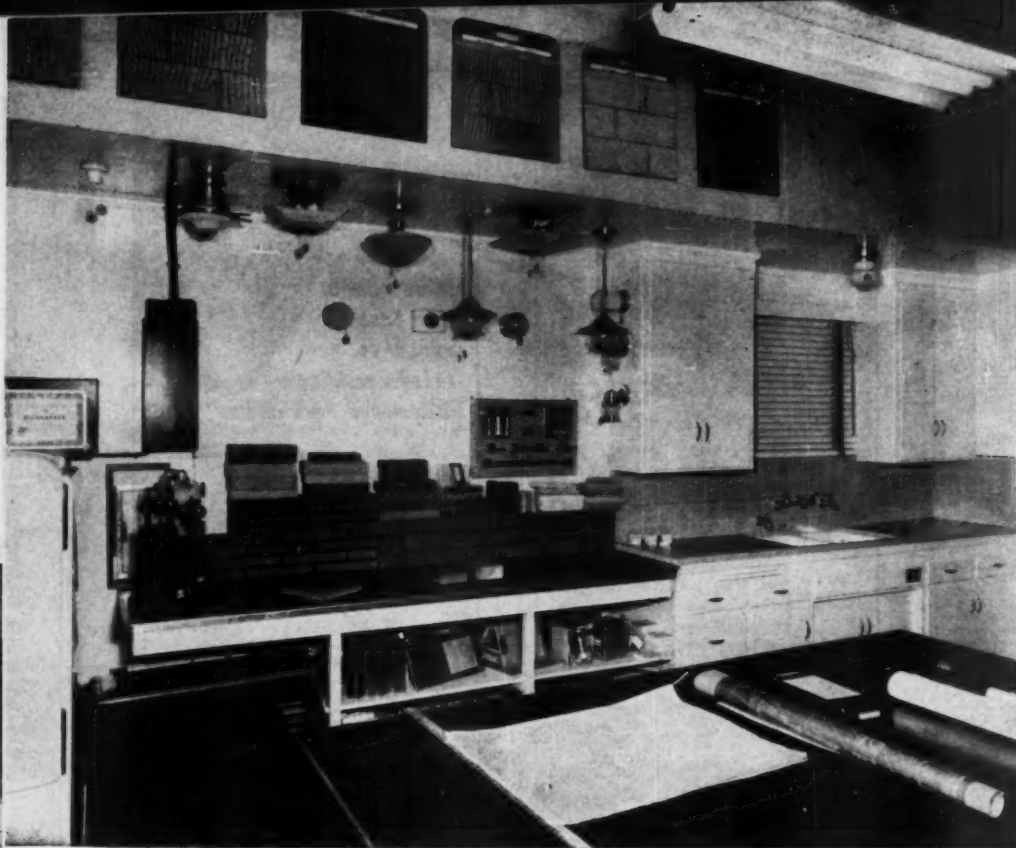
The project was designed for the builder by James C. Gardiner, AIA, and Frank C. Rommel, Associate, of Portland, who specialize in designing homes for tract builders.



INTERIOR VIEW shows novel, effective uses of glass



FOLDING DOORS separate kitchen from dining area



DISPLAYS are used by this Los Angeles builder to help home buyers make decisions. Left: materials used in Eisen-Hart homes are out for first-hand inspection. Right: colored, back-lighted photographs of exterior and interior views of recent jobs.



HOME COUNSELOR discusses needs with a prospective buyer. Note the large size plan book

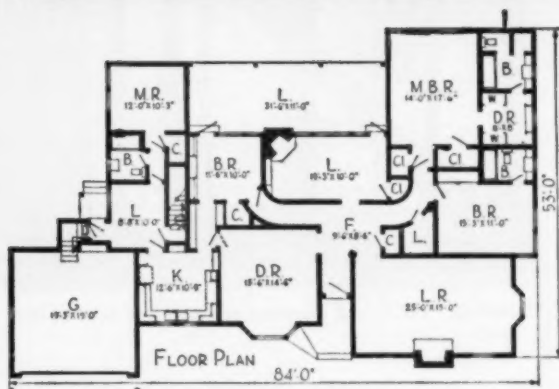
VISUAL AIDS Help Sell Homes

Home Counseling service plus extensive use of colored still and movie photos stimulate sales



EISEN-HART, California-inspired home features low lines with vertical siding and brick fireplace. A planting ledge blends front entrance steps and fireplace. See floor plan opposite page

REAR VIEW of another Eisen-Hart home shows the spacious outdoor living area. Floor plan below



WORKING on the merchandising theory that a picture is worth a thousand words, the Eisen-Hart Company of Los Angeles uses all types of visual methods to acquaint home buyers with their services. The large scale visual program helps the prospect make a decision on a home he would like, thereby making the selling job easier.

The firm's office interior was planned for this type of merchandising. Large, back-lighted, colored 8 by 10-inch photographs are mounted to show typical construction. Framed 2 to 3-foot architectural renderings in color are on display in the reception room and private offices.

The sales technique of the Eisen-Hart company is based on counseling service. Counselors show each prospect a large plan book of 25 homes in all price ranges. Perspectives and floor plans for each house are included in the book. Discussion and interrogation by the home counselors develop the family requirements before rough plans are drawn by the architectural department. If the job goes on to completion no charge is made for the plans.

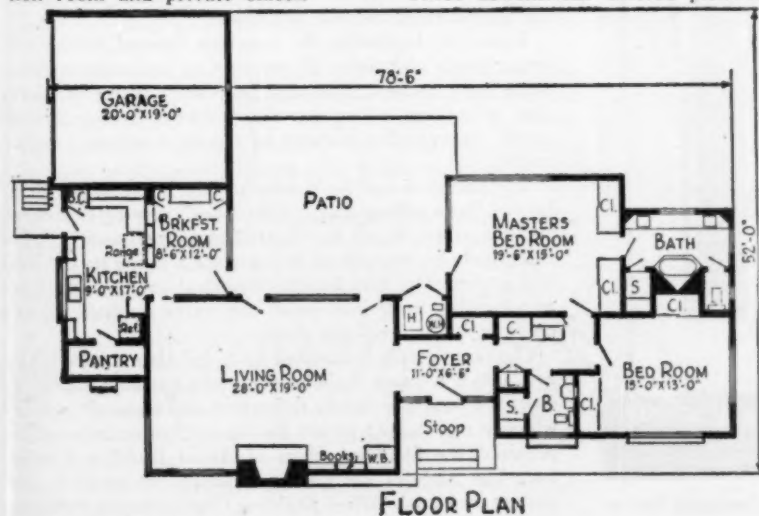
To show greater details to the prospect, colored slides can be flashed on a screen. They show exterior and interior views of Eisen-Hart homes. Three dimensional colored pictures

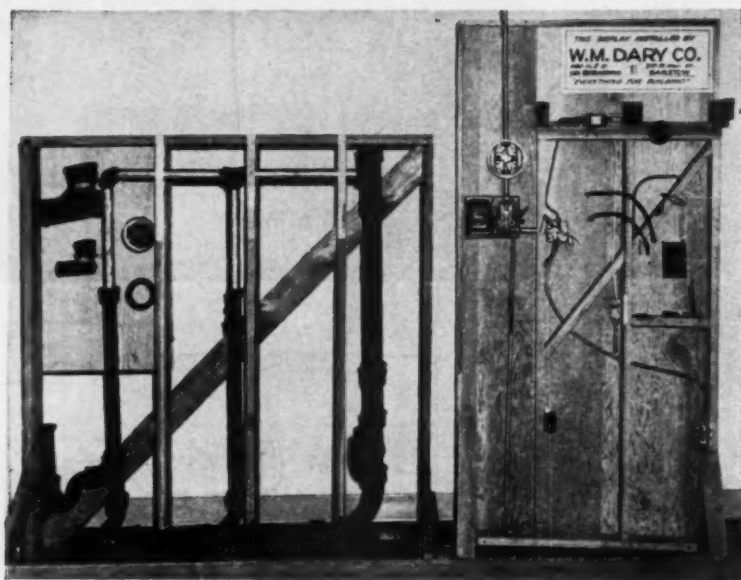
are also used. Movies of construction show the home buyer the methods of the company.

Samples of building products and various interior treatments have been incorporated into the office structure. Permanent and manufacturers' sample displays show the buyer materials used. Visits to recently completed houses are arranged as a further aid to a decision by the prospect.

Another merchandising method that proved successful was a television program. This ran for a year and a half. It featured construction methods and new materials. Subcontractors doing work for the firm were interviewed. The interviews concerned each man's building experience and quality of workmanship. The TV program was discontinued recently because of threatened shortages created by the Korean situation.

- List of Visual Aids:**
- Colored Photographs
 - Color Slides
 - 3 Dimensional Slides
 - Movies
 - Plan Books
 - Products Display
 - Architectural Renderings

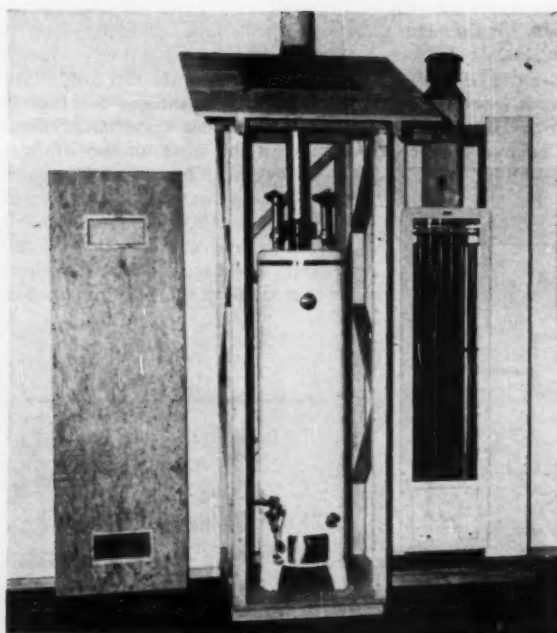




PLUMBING "TREE" and electrical assembly are sold as units to home owners

Making it easy for home owners to buy has proved a profitable business for this dealer, 75 per cent of whose sales involve credit

\$1,000,000 Dealer Volume Built on Easy Credit For Consumer Trade



WATER HEATER and gas wall heater are furnished just as shown—ready to be set in place

ALERT all-around merchandising with a special emphasis on consumer installment selling built the sales of the W. M. Dary Co., San Bernardino, Calif., from nothing when the doors were opened in 1939 to a current annual volume well over \$1,000,000. When Dary started business there were nine other yards in the city; now there are 21. Population of the trade area grew during the period from 100,000 to 150,000.

From the beginning the company catered to the consumer trade and today 80 per cent of its business comes from home owners. This high percentage is due in a large part to making it easy for the consumer to buy through credit. Seventy-five per cent of the sales volume involves credit.

The theme of making it easy to buy is used extensively in the Dary advertising; "One Stop" service is stressed and the store slogan is "Everything for Building." The stock includes everything to complete a home except sand and gravel. The firm handles electrical supplies, all types of plumbing materials, small and large appliances; and operates its own cabinet shop.

Customer credit is handled by a full-time credit manager. When a buyer feels he can make payment within 30 days, the manager checks references and opens an account which is maintained within the store. If extended credit is required, the financing plans of Allied Building Credits, Inc., Los Angeles, designed specifically for retail lumber dealers, are used. Allied Building Credits handles Federal Housing Administration Title I loans up to \$2,500 and

has a "Supplementary Credit Plan" for smaller sales. Approvals for loans are usually received in from three to seven days and, if the case is urgent, sometimes in one.

A good example of the Dary sales technique is the following case. A customer said he wanted to open an account to buy \$30 worth of material. Asked what the material was for, he said he was building a new service porch but was doing the work by small stages, as money became available. The credit manager asked the customer a few questions about his background, then told him he could borrow the \$300 needed to complete the job and get the materials at once. This the buyer did, and the store was assured of all his service porch business.

Because most of its volume comes from home owners, the firm keeps a staff of floor salesmen well qualified to counsel its buying prospects. Between them, the salesmen are not only able to answer almost any question regarding the construction, repair or remodeling of a house, but can also make diagrams of wiring, application of materials, and plumbing installations. Occasionally, when a customer is in trouble, they go out to the job and help him out.

Dary insists that its prices be competitive; to make sure that it is not being undersold, prices of all competitors, including mail order houses, are regularly checked. All materials are sold with a money back guarantee.

An invariable store rule is that each customer be greeted the moment he steps in the door. Even if all clerks are busy with other customers, one of them will greet the newcomer and tell him that he will be served as soon as possible. Free coffee is available to the waiting buyers or any others who want it. It is served in the appliance department and, according to store officials, sells a lot of appliances.

Some time ago Dary noted that about one-third of its customers were Mexican-Americans and decided they could be served more intelligently by persons of their own descent. Several Mexican salespersons were hired and the move proved very popular. The company mentions the names of its Mexican employees on its Spanish language radio programs.

The company does a good deal of radio and newspaper advertising. It sponsors a morning newscast and uses spot announcements on three stations five days a week, two of the daily spots in Spanish. The radio sales promotion is concentrated on one subject for an entire week; for example, one recent week was devoted to promoting the time payment plan; the following week a water heater was featured.

In the newspapers, classified ads are run every day, featuring such seasonal items as screen doors, paint, etc. A three-column by 14-inch ad is run twice weekly; smaller ones on special products are used intermittently. Copies of the advertisements are frequently enclosed with statements.

Another sales promotion technique is telephone solicitation. Some of the floor men, when not busy with customers, call home owners and tell them of special offers, new merchandise, etc. This is reported to produce a good deal of business.

The firm also uses the Welcome Wagon program, in which a hostess, trained as a professional greeter by the Welcome Wagon organization of Memphis, Tenn., visits the home of every newcomer in the city and tells the housewife that Dary has a present for her if she will call at the yard.

The Dary company has two other yards, at Barstow and Long Beach, Calif., where the same merchandising methods have proved equally effective.



MERCHANDISING PROGRAM is directed by these Dary executives: (from left) Ed George, credit manager; Lloyd Braithwaite, sales manager for lumber and building materials; W. M. Dary, owner; and Virgil Teague, sales manager for electrical items

DON'T WAIT! REMODEL NOW... THE EASY DARY WAY



ABOVE FIGURES APPROXIMATE MONTHLY PAYMENTS

Whether it's a small repair job or extensive remodeling or remodeling work, now is the time to... enjoy the comfort of needed improvements while paying for them on easy monthly install-

ments. Don't delay any longer... the new easy Payment Plan... payments arranged to fit your income... and you don't start payments until the work is completed to your satisfaction.

IMPROVEMENTS and ADDITIONS YOU CAN BUY ON TIME

- Building Service Stations
- Building Motels
- Chicken Houses and Equipment
- Fencing
- Electrical Wiring
- Additions to Homes
- Roofing
- Fireplaces
- Appliances
- Screen and Combination Doors
- Apartments
- Youngstown and American Kitchen Equipment
- Furnaces
- Water Heaters
- Plumbing and Fixtures
- Lighting Fixtures
- Painting
- Builders' Hardware
- Aluminum Bath Tile
- Garages

LOANS TO COMPLETE YOUR HOME

Do You Need Money? Do You Need Materials?
Two and Half Years to Pay Balance

NO RED TAPE! NO MORTGAGE! NO COMMISSIONS!
SEE US!

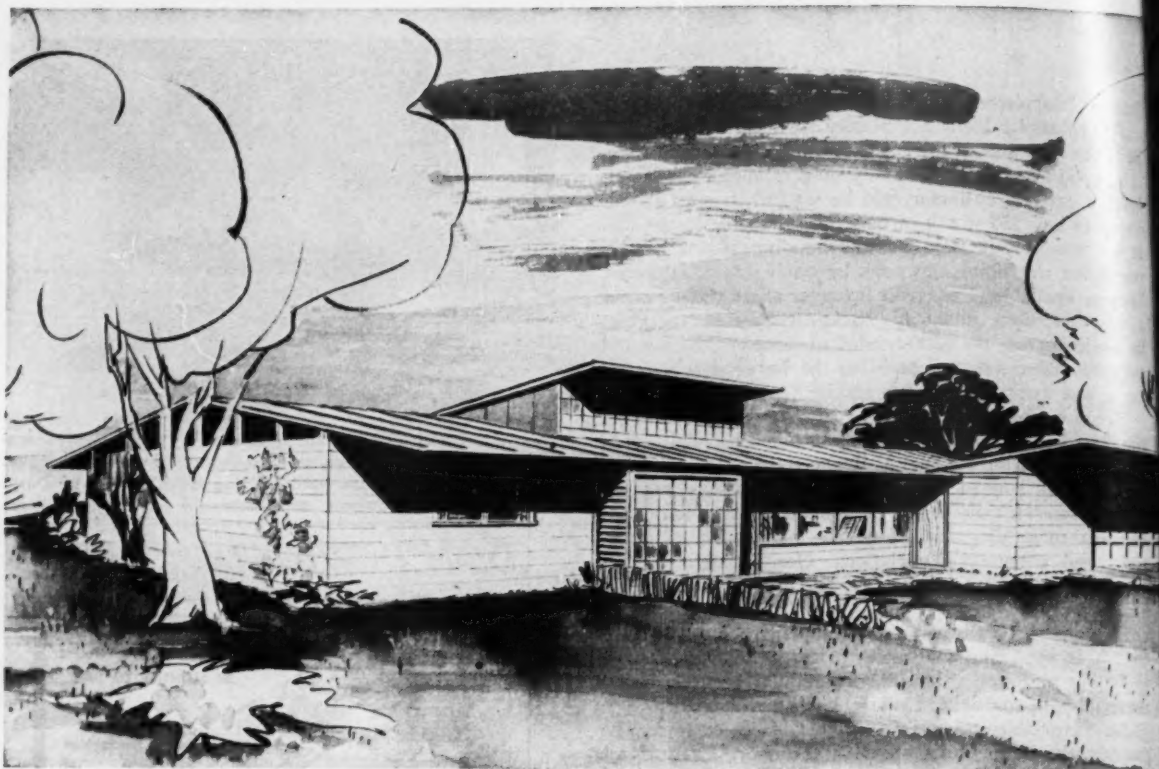
PHONE 8-2261 — A COURTEOUS ESTIMATOR WILL CALL
NO OBLIGATION

W. M. DARY CO.

The Building and Appliance Center

480 SOUTH E STREET ACROSS FROM CHURCH SQUARE PHONE 8-2261
Store Hours: 8 A.M. TO 8 P.M.—Saturday 8 TO 12:30—Evenings by Appointment

THREE-COLUMN by 14-inch ads are run twice weekly



Architect: G. W. Brandhorst

AMERICAN BUILDER
Blueprint House
Number 60

Radically different yet sound in principle

THIS house, built of lightweight aggregate concrete block, is extremely refreshing both in plan and design. The latter appears to be born out of necessity to provide adequate living space in addition to bedrooms in a 1200 square foot area house.

New concepts of planning are introduced. Gone is the old stereotyped arrangement of living, dining room, kitchen and bath. In its place is a center utility core composed of kitchen fixture wall, bath, laundry and heating units. On one side of the core is the living room with bedrooms opposite. A large family activity room connects these two areas and forms the hub of the house. Folding doors can be drawn to close off the living room and child's bedroom from the activity room.

Unusual features of the house are numerous. The kitchen work area and the 3-foot 6-inch wide counter directly adjoining it, serve as table for dining and other uses. They are in and a part of the family activity room. A clever arrangement of fireplace and barbecue is built into one side of the masonry wall of the core. A single flue serves both units with abutting masonry acting as supporting piers for roof framing.

The inside combination bath and utility room obtain light and ventilation from the clearstory windows above. Light is reflected through the corrugated plastic panels which form the ceiling. Walls in this area are glazed tile.

The house is laid out on a modular basis of four inches with a four foot post and window spacing as the prevailing

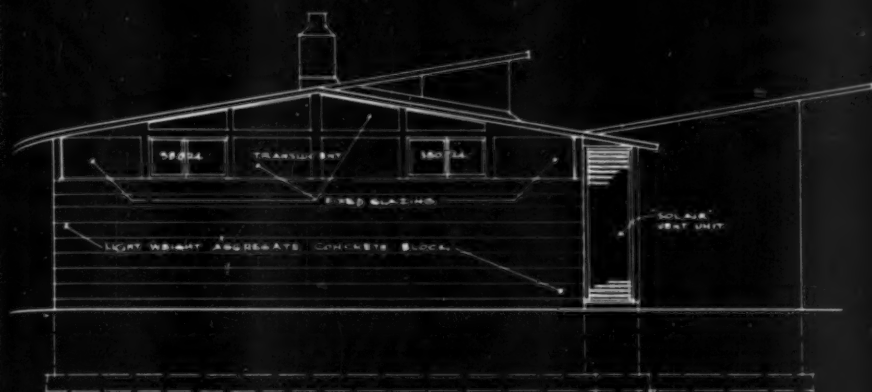
unit. Where exterior masonry walls do not occur then 4x4-inch wood posts form the framing element. Roof is framed with 3-inch-thick plank boards which span between exterior wall supports and center wall and beam. No other framing is required. The underside of the wood planks form the ceiling in the rooms below.

Exterior walls are laid up with two thicknesses of light weight masonry block with a two-inch air space between. Interior walls are of four- and eight-inch masonry. The surface of the block is allowed to be the finish in each room.

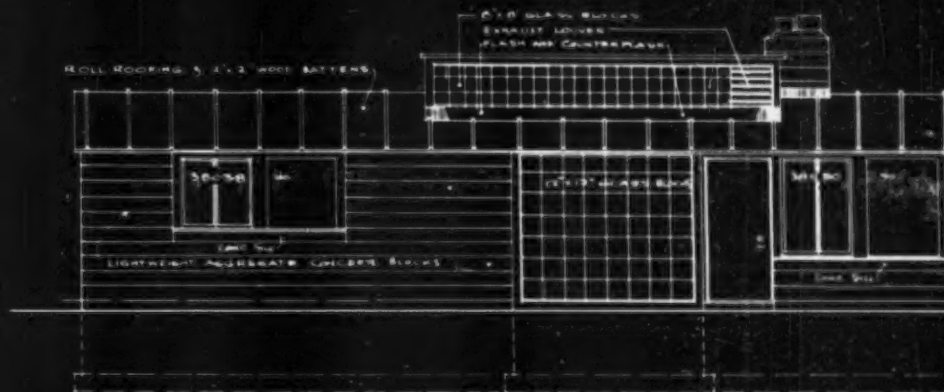
Exterior design follows in essence the general framing pattern of the house. Roof planking extends 3-feet 6-inches beyond end walls of the house, forming an adequate sun shade for the large window expanse below. The 2x2-inch wood battens spaced two feet apart over roll roofing form an economical and interesting design variation.

A feature of the front is the large bay and clearstory window above, faced entirely with 12x12-inch glass blocks. Wood louvers at ends provide ventilation. Butterfly roof over garage and strip windows above masonry walls of bedrooms are other novel features of this extremely interesting and practical house.

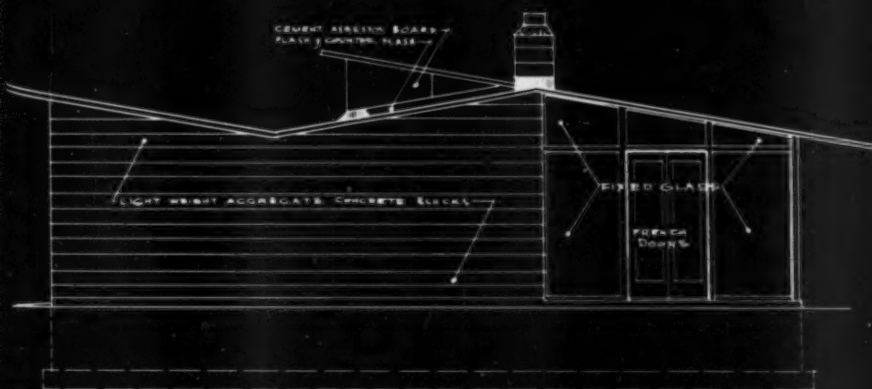
For complete one-quarter inch scale working plans of this house write American Builder Home Plan Service, 30 Church Street, New York 7, N. Y.



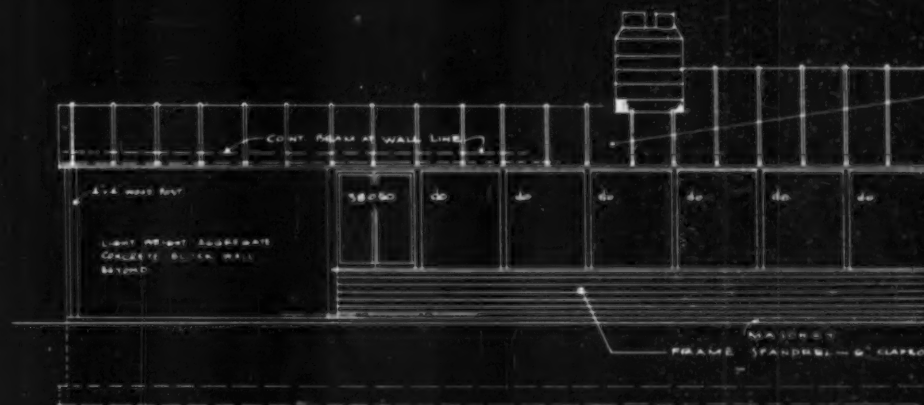
SIDE ELEVATION

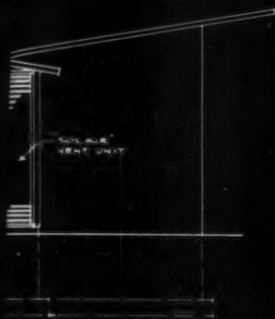


SCALE ALL ELEVATIONS

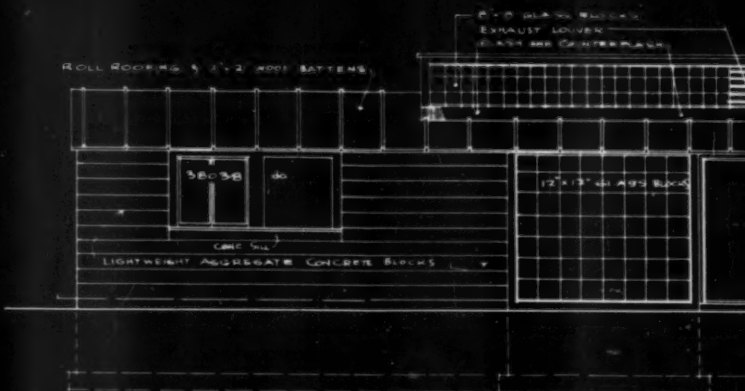


SIDE ELEVATION





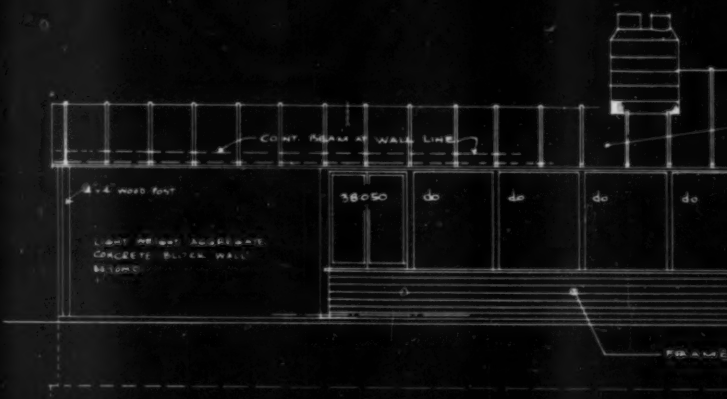
ELEVATION

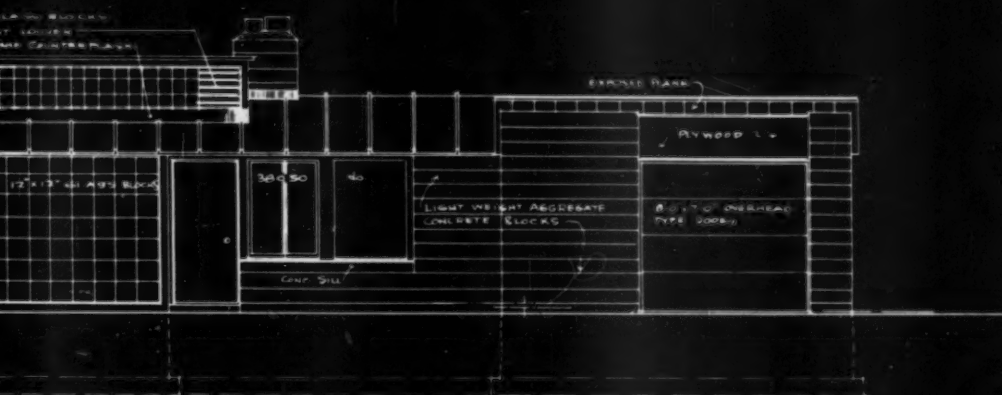


1 2 3 4
SCALE ALL ELEVATIONS

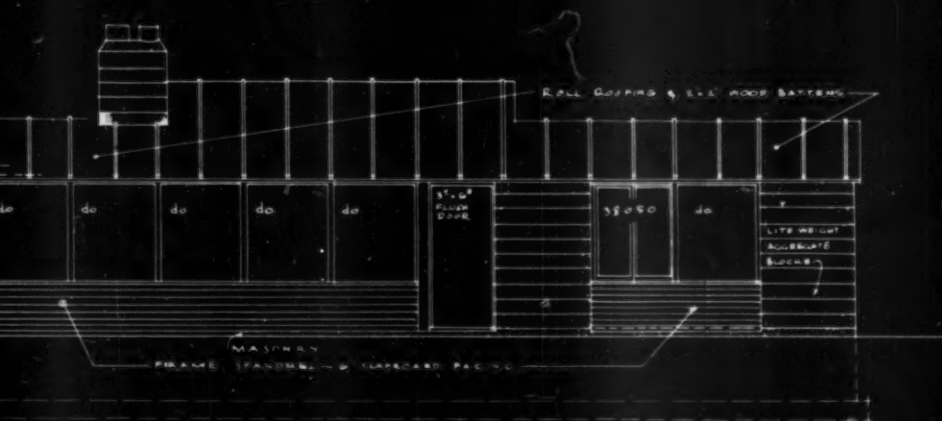


ELEVATION





FRONT ELEVATION



REAR ELEVATION

Quantity List of Materials

For American Builder Blueprint House No. AB 174

G. W. Brandhorst, Architect

General Information

House — Type	Masonry
Area	1,208 sq. ft.
Cube	12,080 cu. ft.
Height taken for cube was 10 feet	
Garage — Area	332 sq. ft.
Cube	2,988 cu. ft.
Height taken for cube was 9 feet	
Porch — Area	140 sq. ft.

Excavating

Trench for foundation	190 lin. ft. 4 ft. deep
	60 lin. ft. 2 ft. deep
Chimney and column footings	1
Excavation for basement	No basement

Cement Work

Foundations	260 cu. ft.
	1012 conc. block 1 M brick
Concrete work	1,680 sq. ft.
Thickness	4 in.
Anchor bolts	10 — ½" x 12"
Waterproofing	12 sq. vapor barrier
Miscellaneous	12 in. gravel bed under floor 1200 cu. ft.

Masonry

Type	tile and concrete block
Walls	1080 sq. ft. 8 in.
	1000 sq. ft. 4 in.
Window sills	concrete
Glass Block	56 — 12" x 12"
	63 — 8" x 8"
Chimney	con. block
Flue lining	12x12 and 6 in. rd.
Cap	cement
Fireplace	brick
Throat and damper	1
Lintels	2 and 1 col.
Miscellaneous	200 sq. ft. glazed tile

Millwork

Windows — Type	Gliding
Windows Glazed including trim	4 — 4 lt. 16x33 — 9/16
	9 — 4 lt. 16x49 — 9/16
	2 — 2 lt. 16x17 — 9/16
13 lights assorted sizes fixed glazing in detail frames	
Exterior Doors	
Slab doors	3 — 3'x6'8"
French doors	1 lt. — 2 — 2'x6'8"
Garage Door	1 — 8'x7' upward acting

Exterior Millwork	1 exhaust
	2 ready-made vent units
Interior Doors including jambs and trim	2 — 2'6" x 6'8"
Special Interior Doors	2 — 9' wide folding doors
	2 louvered specials at heating unit
Special Interior Millwork:	Bathroom cabinets,
	kitchen cabinets, bookcase

Carpentry

Beams and Girders	9' — 4x4 — 8'
Foundation Plates	4 — 2x4 — 12'
Studding and Plates	7 — 2x4 — 12'
	10 — 2x4 — 10'
Ceiling Joist	10 — 2x6 — 10'
Framing Lintels	20 — 2x8 — 16'
	1 — 2x8 — 12'
Roof Sheathing	4320 B.F. 16'
	1620 B.F. 26'
	440 B.F. 14'
	720 B.F. 12'
	840 B.F. 14'
	T&G 3 in. planking
Side Wall Sheathing	150 B.F.
Side Wall Materials	150' wood siding
Flooring — Cork	384 sq. ft. area to cover
Exterior Material	16 sq. ft. exterior plywood
	1150 l.f. 2x2 roof battens
Insulation	2200 sq. ft. ½" rigid insulation
	1270 sq. ft. acoustical tile

Rain Conduction

Flashing	chimney
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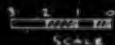
Roofing

Type: Roll with battens	Area: 22 squares
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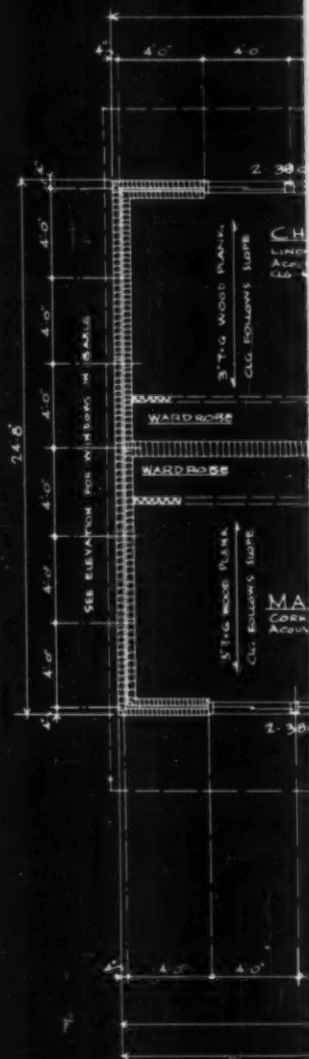
Interior Walls

Area to be covered	10 pcs. — 4x8 — ½" wallboard
	140 sq. ft. corrugated plastic ceiling

● This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.

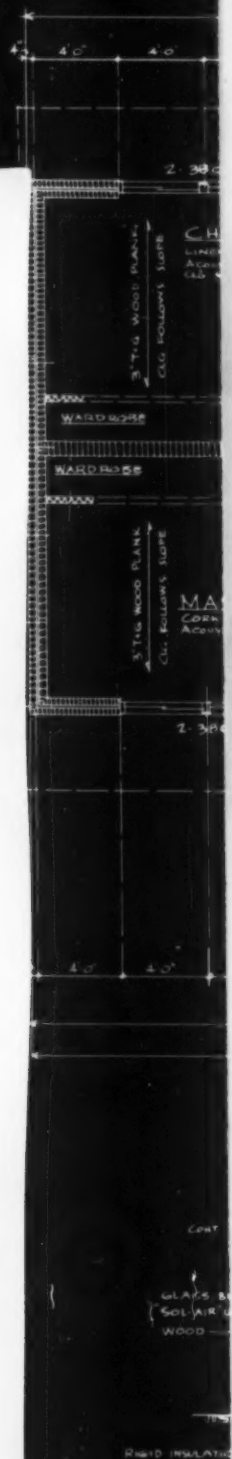


BATH DETAILS



PA
MIS

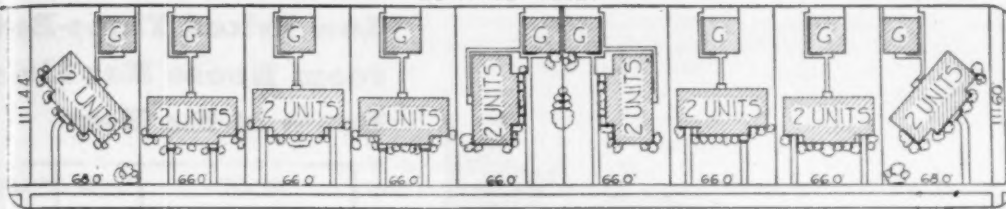
PAGES MISSING



BATH DETAILS

SEE SECTION A-A FOR ELEV. 6

20' PAVED ALLEY

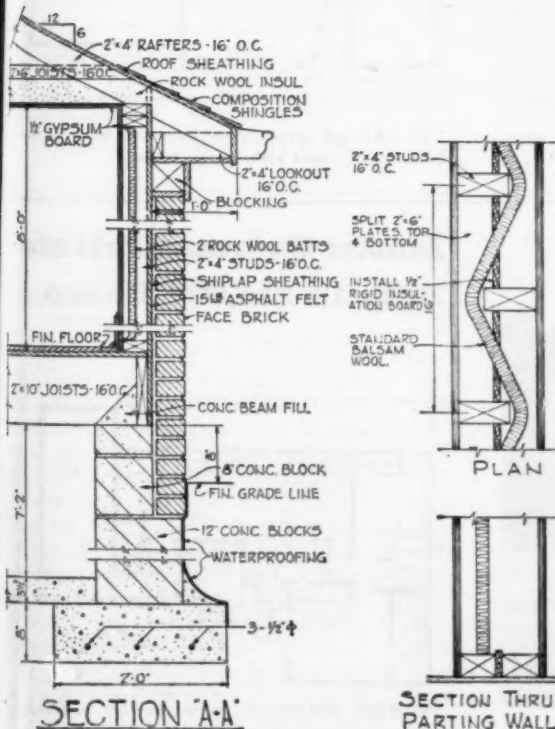


FORD PARKWAY

PLAT LAYOUT of double houses. Irregularity in arrangement of buildings eliminates monotonous appearance



ANOTHER DESIGN variation of the double house. Roof line continues in an unbroken surface providing a sheltered entrance at each end of these units. Below: plan of another typical unit



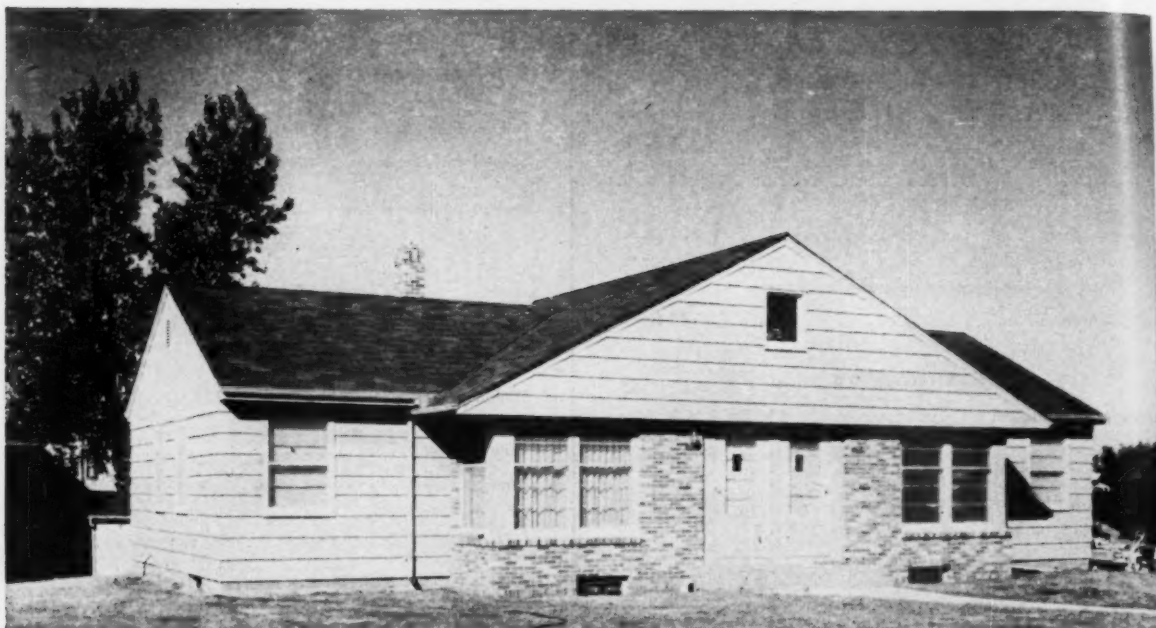
Refreshing Variety in These Duplex Exterior

Builder:

Gilbert Hamm Construction Co., St. Paul, Minn.

Architect:

Norman R. Johnson, St. Paul, Minn.



ONE of a group of double houses, all varied in appearance over a single floor plan. Simple changes in roof design and different material combinations produce the variations. Below: Plan of a typical unit. Floor layout permits three different locations for front entrance



A REFRESHING concept of multiple unit housing is embodied in these Section 608 double houses with detached garages built in St. Paul, Minn. Although there is one basic floor plan, good variety in front elevations was achieved by simple design changes in roof lines, different material combinations, and three distinctly different locations for front entrances. In plot planning, a fixed building line was studiously avoided to further help eliminate the possibility of monotony. Fifteen of these buildings were completed in 1950 and 12 more were finished this year.

Each building contains 1504 square feet on first floor, or approximately 750 square feet per unit. A full basement is available with separate warm air heating plant and utilities for each unit. Total cost for each building, including a 66-foot wide lot is \$20,000. Rental is \$107 per unit including garage. Cost of heat and utilities are paid for by tenant.

There are four rooms in each rental unit, consisting of two bedrooms, kitchen, bath and living room with dining ell. Rear door leads to a common entry and basement stair. A separate front entrance is available for each unit.

Buildings are essentially of frame construction placed on a concrete block foundation above and below grade. Site assembled roof trusses are used for roof framing. These are covered with wood sheathing and asphalt shingles. Exterior facing is a combination of face brick, shingles, horizontal beveled siding and vertical boards with battens.

BRAND NAME PRODUCTS USED

American Standard plumbing fixtures, hot water heater
Armstrong linoleum
Franz garage doors
Lennox warm air furnace

Pratt & Lambert paints
Schlage hardware
Unique sash balances
U. S. Gypsum asphalt shingles, Sheetrock, Rockwool

Builder
Seaford Oaks, Inc.
Seaford, Long Island, N. Y.

Architect
Matern & York
Jamaica, Long Island, N. Y.

CHARACTERIZED by its builder as a six and one-half room house, this Seaford, Long Island unit includes advanced lighting methods, range, refrigerator and automatic laundry in its package price of \$13,990. The floor plan is arranged so that all rooms and basement can be reached from either front or side door without entering living room, which is at the rear of the house. Following the zoned living principle, the three bedrooms and vanitory-

equipped bath are grouped together in one wing, accessible from the foyer. Two of the bedrooms have double sliding door wardrobes. Due to the "rear of the house" orientation of the living room, the kitchen and breakfast nook face the street, while the dining area looks out on the side yard.

Direct-indirect lighting above windows in main rooms provides a daylight effect at night. It also accentuates cornice and drape arrangement. Another feature is a mirrored dressing nook with frosted lighting reflecting on hall side and into guest closet. The living room has a 14-foot picture window. Forced hot water convector heat is supplied by an oil-fired heating plant in the full basement.

The home, situated on a 60 by 100 foot lot, has an attractive exterior

achieved by use of common brick along with horizontal and vertical boards. Louvered shutters flank the street-side windows.

PRODUCTS AND EQUIPMENT USED

Bendix automatic laundry
Briggs plumbing fixtures
Congoleum-Nairn linoleum
Crosley kitchen range and refrigerator
Fasco exhaust fan
Feddler convectors
Formica kitchen counter surface
Gibralter furnace
Lite-O-Magic direct-indirect lighting fixtures engineered by General Electric Company
Minneapolis-Honeywell heating controls
Ruberoid shingles and insulation
Unique sash balances
U. S. Gypsum wallboard

Builder
Radiant Builders, Inc.
Mountain Lakes, N. J.

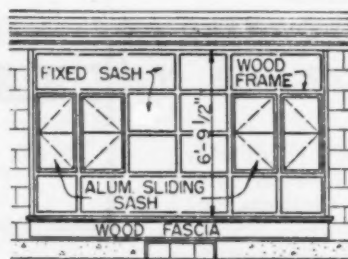
Architect
Richard Fitzsimons
Orange, N. J.

CIRCULAR multi-pane living room windows with combination fixed wood frames and sliding aluminum sash are being used in a group of two- and three-bedroom houses being erected at Parsippany-Troy Hills, in the lake country of New Jersey, for prices ranging from \$14,500 to \$18,900.

Of frame construction, the ranch houses, similar to the one pictured left, have attached garages, basements and wood-burning living-room fireplaces. Bedrooms have sliding door closets.

The units, on lots of 100 by 150

feet, are equipped with gun-type oil burners for their hot water convector systems, electric stoves, exhaust fans and clay tile bathroom floors. Lightweight plaster aggregate is used for interior walls because of its resistance to cracking, as well as fireproofing, insulating and sound-deadening qualities. Lengthwise arrangement of gar-



WINDOW BAY DETAIL

ages permits a wider front elevation.

These houses, together with four and five bedroom units, ranging up to \$25,000, make up the community's Locust Hills development.

PRODUCTS AND EQUIPMENT USED

Crosley kitchen range
Flintkote shingles and building paper
Formica kitchen counter surface
General Bronze Co. windows
Heatilator fireplace units
Kohler plumbing fixtures
Kwikset hardware
Minneapolis-Honeywell heating controls
National bathroom cabinet
Norse furnace
Perfectaire exhaust fan
Richmond plumbing fixtures
Roddis garage door
Standard plumbing fixtures
Unique sash balances
U. S. Gypsum lath and mineral wool insulation
Universal convector
Weyerhaeuser lumber

Builder
Pinehurst Development Corp.
Hewlett Harbor, L. I., N. Y.

Architect
Matern & York
Jamaica, Long Island, N. Y.

ADRESSING room-bath, which serves the master bedroom and adjoins the family bath, gives a luxury home touch to this compact \$16,000 Bethpage, Long Island ranch house with basement and attached garage. Of optional three-bedroom design, the home has a 24 foot living-dining area with glazed wall, looking out on the future terrace, to the rear. The kitchen and breakfast nook face the street.

Recognizing the importance of an eye-catching exterior when selling in one of the nation's most highly competitive markets, the builder and

architect came up with a clever combination of white antique brick, California redwood paneling, V-jointed and hand-split cedar shakes. Broken roof lines, a recessed entrance and the projection of the bedroom wing toward the street, along with winding walk and concrete ribbon drive, were also used to enhance outside appearance.

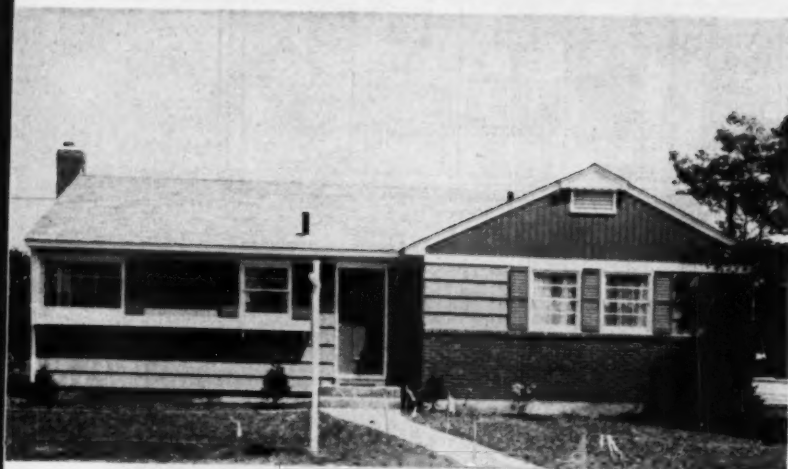
If not needed as sleeping quarters, the third bedroom, separated from the living room by folding doors, can be utilized as a den or television room. It has solid mahogany paneling with built-in shadow boxes. The floors are of random-size planked oak.

Other features of the house, in addition to its good circulation, are oil-fired hot water convector heat, cedar lined storage closets, clay tile bathroom floors and pine kitchen cabinets.

Included in the selling price are stove, refrigerator, kitchen exhaust fan and automatic laundry. Over-all house contains 1157 square feet of living area, and 253 square feet of garage. It is situated on a lot 72 by 103 feet.

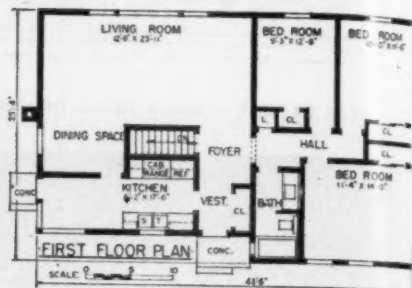
PRODUCTS AND EQUIPMENT USED

Armstrong linoleum
Bendix automatic laundry
Briggs plumbing fixtures
National Brass Co. Dexter hardware
Dutch Boy paints
Fasco exhaust fan
Formica kitchen counter surface
Hotpoint kitchen refrigerator
Infra insulation
Minneapolis-Honeywell heating controls
National bathroom cabinet
National furnace & hot water heater
Overhead Garage Door Co. garage door
Raymond lighting fixtures
Rittenhouse door chimes
Ruberoid shingles
Unique sash balances
U. S. Gypsum lath, wallboard and building paper



PRICED \$13,990, including 60 by 100 foot lot, this Seaford, Long Island model contains 12,000 square feet and full basement, as well as many extras

Low Priced Three-Bedroom House Has Living Room at the Rear

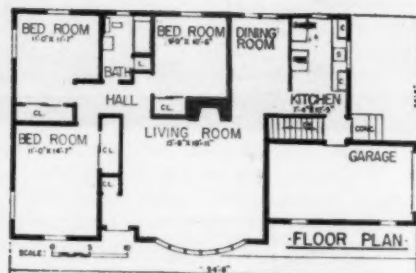


GOOD CIRCULATION permits access to all house areas from front or side doors without entering living room



PLEASING LINES are created by wall projection and circular living room window of this Parsippany-Troy Hills, N. J., three-bedroom unit

Fixed and Sliding Sash Are Combined In Circular Window

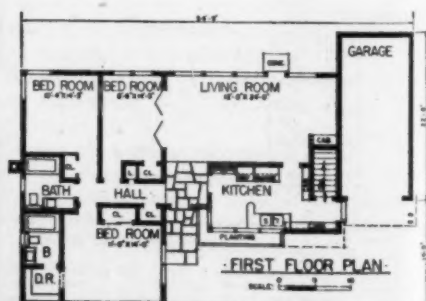


THE GARAGE arrangement here acts as a factor to broaden street side of the house



CALIFORNIA REDWOOD PANELING, V-jointed, and hand-split cedar shakes combine with white antique brick to achieve a colorful exterior for this unit

Master Bedroom Private Bath In \$16,000 House



DRESSING ROOM-bath serves master bedroom, while adjoining bath accommodates rest of house. Living room features an all glass wall

AMERICAN BUILDER

VARIED MATERIALS.
Interesting lines help
distinguish this under
\$10,000 home



**Price of \$9,200 No Del
To Individuality of Th**

Builder:

Tom Poore, Midwest City, Okla.

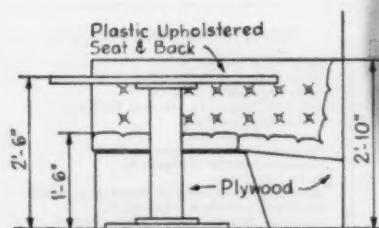
Designer:

Philips & Whiting, Oklahoma C

JUST because a house and lot package
\$10,000, it need not be devoid of indivi
point is proved by the Midwest City, C
above.

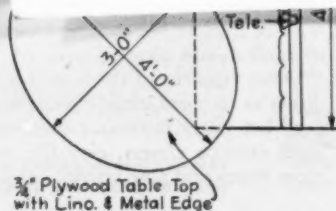
It features a combination stone and cedar
enhanced by the staggered lines of its wood
One hip roof section acts as a canopy for th
while a wide overhang, in addition to
function, exaggerates the 43-foot width of
attached garage. A stone planter box is
the front entrance.

A built-in dinette nook in the kitchen allo
of a dining room and addition of a third be



DINETTE DETAIL

BUILT-IN DINING NOOK details. Space
saved by food serving facilities in
kitchen allows room for a third bedroom



**3/4" Plywood Table Top
with Lino. & Metal Edge**

- Glidden paints
- Kentile asphalt tile
- Kohler plumbing fixtures
- Schlage hardware
- Robertshaw-Fulton Controls Co.
- Unitrol heating controls
- U. S. Gypsum Sheetrock wallboard

AMERICAN BUILDER

AGES SSING

e-cut and fitted (above).
 or a 9-light window wall



Figure 1 consists of three diagrams labeled 3-1, 3-2, and 3-3, illustrating the construction of a rectangular frame. Diagram 3-1 shows a frame with a width of $11'9\frac{1}{2}"$ and a height of $3'1"$. Diagram 3-2 shows a frame with a width of $3'2"$ and a height of $3'1"$. Diagram 3-3 shows a frame with a width of $3'2"$ and a height of $3'1"$. The diagrams show the frame with dimensions and tolerances indicated by arrows and text.

ROUGH OPENING SIZE

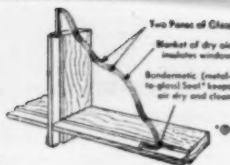
COUPON

LOF
GLASS



Lof
GLASS
Thermopane

LOOK FOR THE NAME ON THE SEAL BETWEEN THE PANEES



81141 FAIRFACEDS BUREAU, Toledo 3, Ohio

Please send me complete information on installation methods for low-cost window walls of Thermopore.

Name _____
(Please Print)

Address _____

City _____ Zone _____ State _____

VARIED MATERIALS,
interesting lines help
distinguish this under
\$10,000 home



Price of \$9,200 No Deterrent To Individuality of This House

Builder:

Tom Poore, Midwest City, Oklahoma

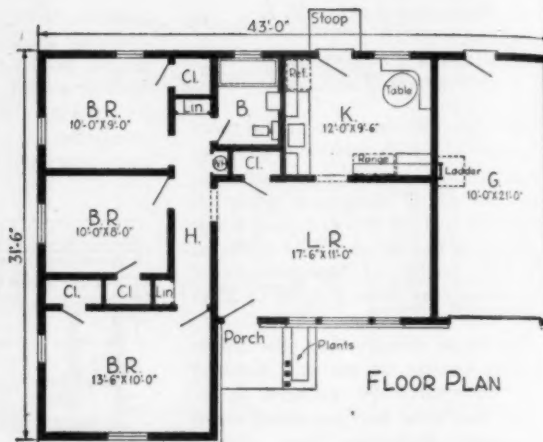
Designer:

Philips & Whiting, Oklahoma City, Oklahoma

JUST because a house and lot package is priced below \$10,000, it need not be devoid of individuality. That point is proved by the Midwest City, Oklahoma, unit above.

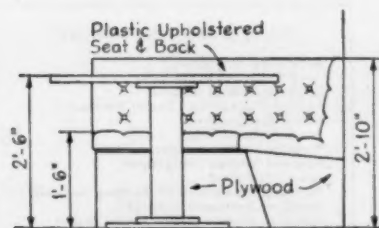
It features a combination stone and cedar shake exterior, enhanced by the staggered lines of its wood shingled roof. One hip roof section acts as a canopy for the front porch, while a wide overhang, in addition to its protective function, exaggerates the 43-foot width of the house and attached garage. A stone planting box is located beside the front entrance.

A built-in dinette nook in the kitchen allows elimination of a dining room and addition of a third bedroom. It also



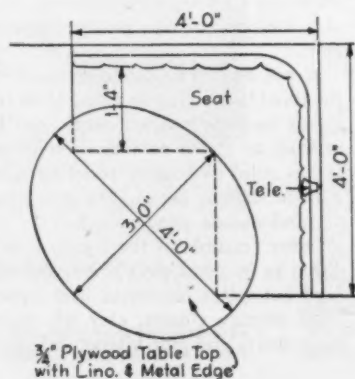
permits a young couple with limited finances to avoid the expense of purchasing a dining room set. For the family, not yet needing three bedrooms, the third chamber gives a feeling of security against outgrowing the house in a few years.

Included in the \$9,200 price are venetian blinds, range, refrigerator, wall circulator heater, and a hot water heater. The home is located on a 55 by 140 foot lot.



DINETTE DETAIL

BUILT-IN DINING NOOK details. Space saved by food serving facilities in kitchen allows room for a third bedroom



BRAND NAME PRODUCTS USED

Armstrong linoleum
Coleman wall heater
Dee's Mfg. venetian blinds
Flintkote wall sheathing
Glidden paints
Kentile asphalt tile
Kohler plumbing fixtures
Schlage hardware
Robertshaw-Fulton Controls Co.
Unitrol heating controls
U. S. Gypsum Sheetrock wallboard

PANEL WINDOW SYSTEM

MAKES HOUSES MORE ATTRACTIVE... CUTS COSTS

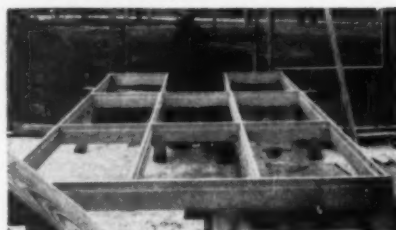
As you know, home buyers today want big windows. Here's a money-saving, time-saving way you can meet that demand and offer them homes glazed with *Thermopane** insulating glass, another appealing feature people want.

The answer is panel window frames. They are being used more and more by successful builders because of their low cost, attractive appearance and sure-fire sales appeal.

Panel window frames are quickly and easily assembled from rabbeted 2 x 6's, pre-cut and fitted. In 20 minutes, one carpenter can nail together the members for a big 9-light panel window wall.



Frame delivered to the job pre-cut and fitted (above). A carpenter can nail together a 9-light window wall in 20 minutes (below).



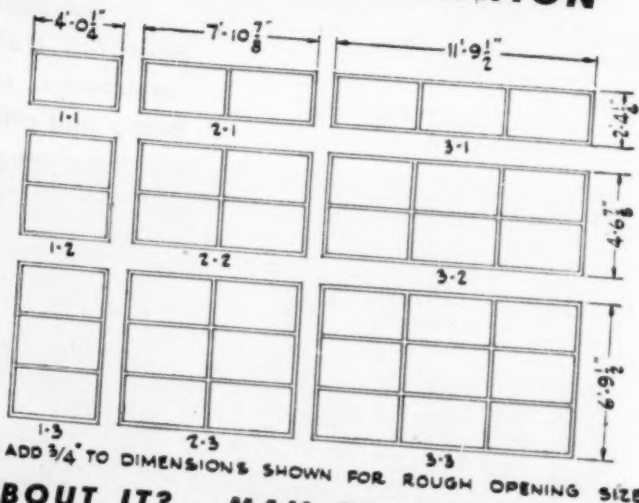
GIVES YOU THE ADVANTAGES OF FLEXIBILITY with the ECONOMY OF STANDARDIZATION

Panel windows are the answer to every space, light and ventilating problem. You and your architect have complete freedom in planning window and ventilating areas.

At the right are the basic frame units, 1 to 3 lights wide and from 1 to 3 lights high. These units may be used singly or in multiples for windows throughout the house. Top-hung ventilating sash may easily be set in as many openings as you choose. They can be readily screened and, when made of wood, can be weatherstripped.

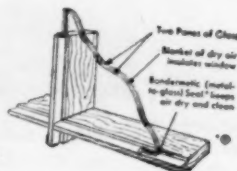
In some parts of the country you can now buy the 2 x 6 frames from prefabricators, shipped in a bundle to your site for quick assembly and glazing. Or you can cut and rabbet them yourself, or have your millwork supplier do it.

Only two glass sizes are needed for the entire house, 45 1/2" x 25 1/2" for fixed lights and 42 1/2" x 22 1/2" for ventilators. Both are low-cost standard *Thermopane* sizes in DSA window glass.



WANT TO KNOW MORE ABOUT IT?...MAIL THE COUPON
FREE DETAILS... We will send you free, detail sheets showing how to make and install panel windows.

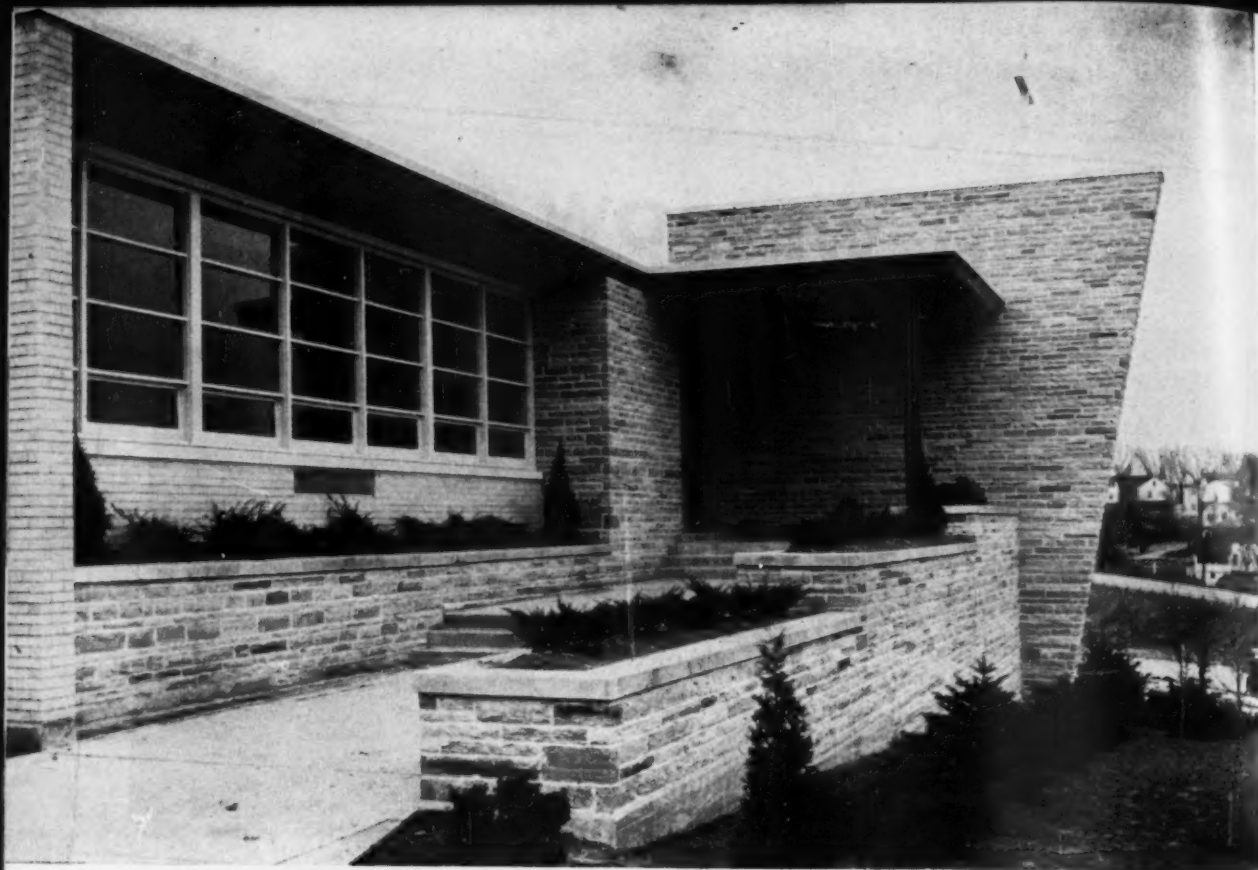
LOF *Thermopane*
GLASS



Libbey-Owens-Ford Glass Company
 11121 Nicholas Building, Toledo 3, Ohio
 Please send me complete information on installation methods for low-cost window walls of *Thermopane*.

Name _____
 (Please Print)
 Address _____
 City _____ Zone _____ State _____

DECEMBER, 1951



LARGE KINDERGARTEN WINDOW of school building overlooks outdoor plantings and highway which is far below grade

Front Elevation of Parochial School Simulates Ranch

Builder

*K-M Construction Co.
Dubuque, Iowa*

Architect

*John J. Flad & Associates
Dubuque, Iowa*

Dubuque school imparts ranch house appearance from highway, yet it contains nine classrooms, temporary church, gymnasium, library and offices in its two levels



TYPICAL CLASSROOM features informal seating arrangement. Blackboards are attached to closet doors. Air space under doors allows warm air to enter and dry childrens' outer garments during school hours

WERE it not for the huge cross extending upward from a projected splayed Bedford stone pier, St. Joseph's School, Dubuque, Iowa, might be accepted as a contemporary luxury ranch house by motorists driving on U.S. 20, far below. Actually, the building, erected at a cost of \$260,000, including land, has two levels and a square foot area of 26,584. It contains 402,000 cubic feet.

In addition to its nine classrooms, library, offices, washrooms and storage space on the second floor, it accommodates a temporary church, gymnasium, shower-dressing room, kitchen and dining area on the first level. Due to its high change in grade elevations, both floor levels have on-grade entrances.

Designed for a capacity of 400 pupils, the all-purpose building serves the growing needs of an outlying district of the Mississippi River city.

AMERICAN BUILDER



SIDE VIEW shows main entrance and wide roof overhang which extends entire depth of building

When a permanent church is erected, the wall between the present church quarters and gym will be removed to form a huge auditorium-gymnasium. The temporary church accommodates 650 people.

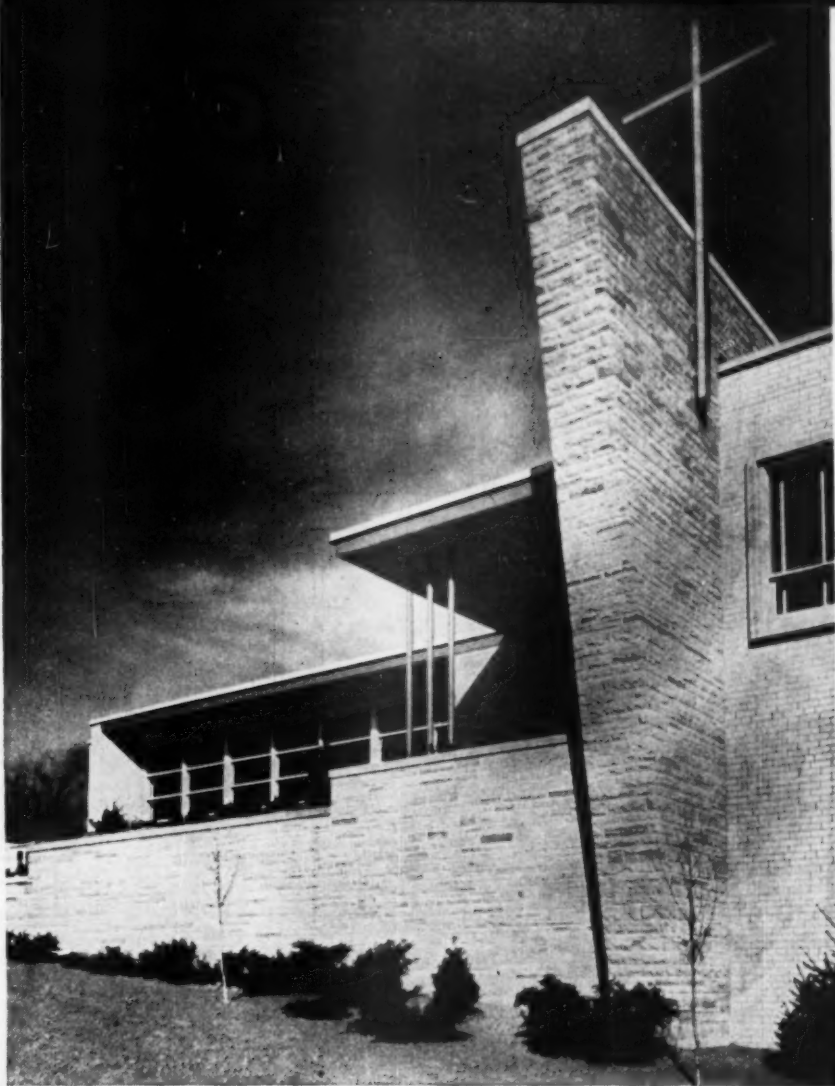
The area surrounding the building is planned to provide ample parking and playground facilities. Any future building expansion program can be effected without disturbing the existing structure. Scheduled for early construction is a highway, underpass.

Type House

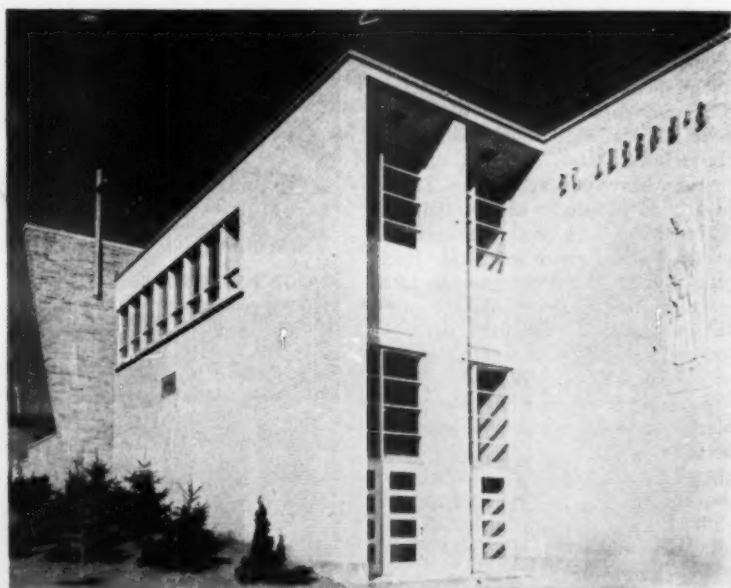
The entire structure is fire-resistant with structural steel, steel joists, concrete subfloors and gypsum roof covered with a 20-year tar and gravel bonded roofing. Interior partitions are tile. Exterior walls have a face brick with lightweight concrete block back-up, trimmed with Bedford stone. In and about the school entrance, Burlington limestone was used. A detail of most unusual interest was inserted near the main entrance where a relief panel of stone shows the patron saint, "St. Joseph," guiding the Christ Child with scroll in hand, to its entrance.

The heating plant is a low pressure steam system using heavy fuel oil. Unit ventilators are used in the classrooms and unit heaters in the church with recessed convectors in all auxiliary rooms. By the use of pneumatic controls the entire building is supplied with fresh air and ventilation as may be required. The classrooms are illuminated with incandescent semi-indirect fixtures, while the church is lighted with recessed reflector type fixtures.

The kindergarten room off the second floor entry contains a connecting toilet room, a large fireplace, and

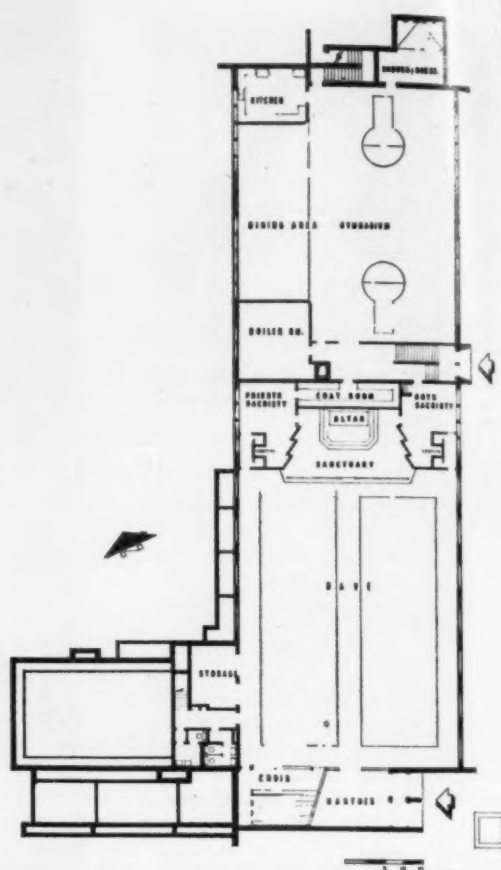
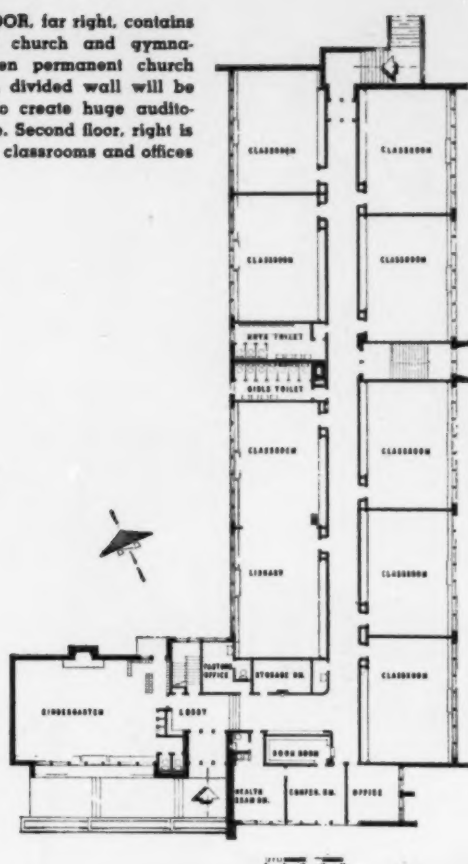


CYLINDRICAL POSTS support canopy over second floor on grade school entrance



MAIN ENTRANCE features Burlington limestone. Walls are face brick and Bedford stone

FIRST FLOOR. far right, contains temporary church and gymnasium. When permanent church is erected, divided wall will be removed to create huge auditorium space. Second floor, right is devoted to classrooms and offices



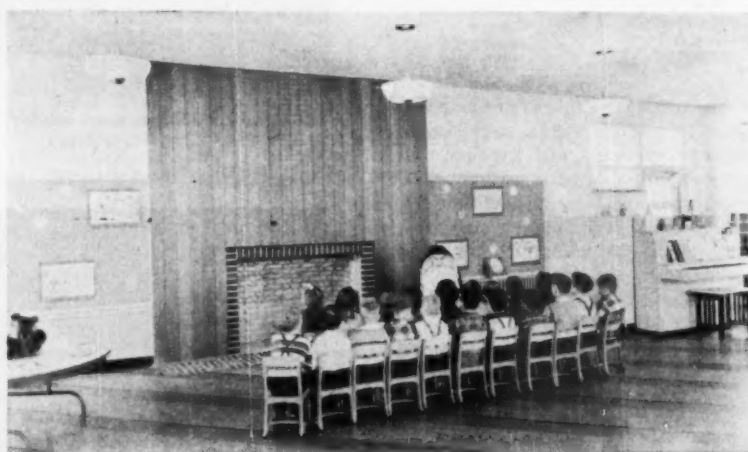
doors that open out onto its private playground at the same grade level.

Tinted and finished plaster is used in the interior of the church and school. All corridors, classrooms, and chapel ceilings have acoustical plaster.

All wood trim throughout, including the two-piece desks, wardrobe closets, and flush type doors, are in natural finish birch. The floors in the chapel, classrooms, and accessory rooms are covered with asphalt tile. The corridors have clay tile floors with 4-foot high tile wainscoting throughout. Room openings off this corridor have rounded corners. Toilets also have tile floors except that the wainscoting is glazed tile and the partitions are enameled steel. Each classroom has built-in wardrobe closets that are continuous along the inside wall. This eliminates corridor lockers, keeping the passage ways free of obstructions.

Each wardrobe door has an attached blackboard. Air space between the bottoms of the doors and the floor allows a continuous flow of warm air into the closets to dry and remove chill from outer garments during school hours.

The pastor of St. Joseph's is the Rt. Rev. Msgr. Michael J. Martin, former president of Loras College.



WOOD PANELING, floor to ceiling, complements fireplace wall of kindergarten



ROUNDED CORNERS add safety to room openings off school hall. Lower walls and floor are clay tile



PEORIA'S LARGEST BUILDER. Dewey E. Wilkins, president, Traders Realty Corp.

Builds 50% of Homes In City of Over 100,000

**One firm has erected over 2500
prefabricated units in Illinois' second
largest city since World War II**

TRADERS Realty Corporation has achieved the enviable record of building 50 per cent of all new homes in the Peoria area since the end of World War II. Dewey E. Wilkins, president of the corporation, attributes this accomplishment in Illinois' second largest city to his successful program utilizing prefabricated houses.

When a local concern started producing prefabricated houses the realty firm noted the possibilities of fast turn-over of capital, and the ease of large-scale land development. They became the first distributor for Best Homes, Peoria-built prefabricated house.

In erecting 2500 of the 5000 houses that were built in Peoria since the war, the company developed new subdivisions and also placed a large number of houses on vacant city lots. Subdivisions developed by the company included curbs, black top roads, sidewalks, crushed rock driveways, graded and seeded lawns.

A wide variety of front elevations are evident on homes in the developments. Full utilization of the complete Best line of exterior elevations and exterior color combinations further the feeling that no two houses in the same block are identical in appearance.

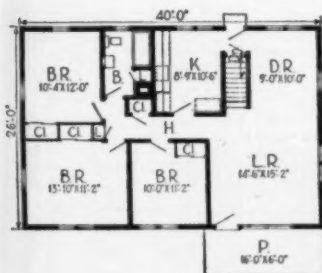
Planning the subdivisions before construction begins is an important part of Traders' operation. Hamilton Park, a recently acquired 700-home development, has had

a complete plot survey to indicate streets and lot lines. The subdivision will have curvilinear streets, park, and shopping center. Four separate planning operations are then undertaken, each covering 25 houses for the subdivision. The planning includes plot layout, model and exterior color of the homes, interior color scheme, and cost and financing information. This planning gives the building department and the sales staff valuable information for their parts of the program.

Mortgage money is furnished by a single lending agency. Mortgages with 4 per cent interest are available on GI loans. Conventional loans draw 6 per cent interest. GI loans run 17 years but can be obtained for 20 years if monthly payments must be lowered. The same lender also furnishes interim financing. Loans up to 75 per cent of construction costs are available. The lender inspects the project weekly and loans the builder money on that week's construction.

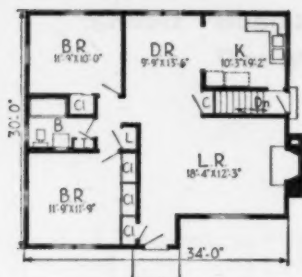
At present Traders Realty Corporation plans to build 1350 homes in the next three years on three new tracts of which Hamilton Park is a part. The value of the venture is \$10,800,000.

All houses built by the company are sold with an automatic 5-year listing for re-sale. It has been found that if the home is to be sold the sale will be made within that

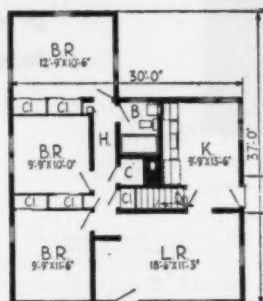


THE LINCOLN MODEL of Best Homes has a 1040-square-foot floor plan. Three bedrooms and large dinette area are outstanding features. Fireplace is not standard in this house but is available at additional cost





THE WASHINGTON MODEL is a compact 964-square-foot plan. Two bedrooms, large dining room and six closets are included. Left: floor plan of the Washington model



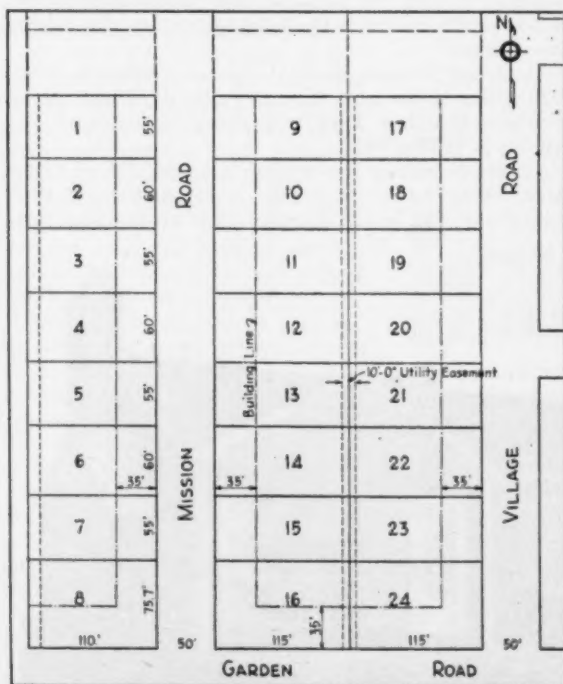
THE THREE-BEDROOM
McKINLEY MODEL features a floor plan of 934 square feet. Four wardrobe closets and guest and linen closets are included in the plan. Left: floor plan of the McKinley model

5-year span. This enables the developer to keep control of the subdivision.

The two- and three-bedroom houses range in price from \$8,000 to \$16,000. Two basic types are available with either wall board or plastered interiors. The plastered models usually have basements. Asphalt tile is used on the floors of the slab models and oak floors are installed in those with basement. A plastic tile wainscoting is installed in the bath and over the kitchen sink. Each bedroom has wardrobe closets. Well arranged floor plans

give maximum living area in a Best prefabricated house.

The house is constructed with standard prefabricated methods using conventional framing. Exterior plywood sheathing is glued and stapled to the framing. Double course wood shingle siding is applied with a one-inch barbed aluminum staple. Windows and doors are completely weather stripped and installed at the factory. One-inch cotton insulation is stapled between the studs of the side wall and two-inch-thick insulation is installed in the ceiling.



THIS 24-HOME SECTION, a part of Hamilton Park, was completely planned before construction began

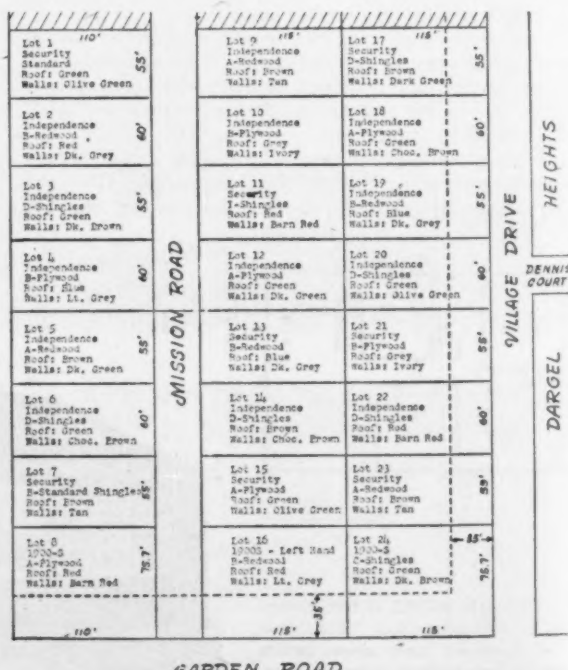
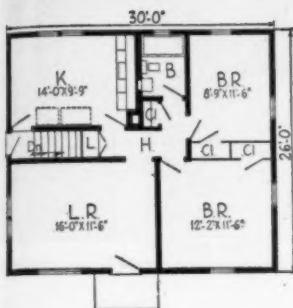


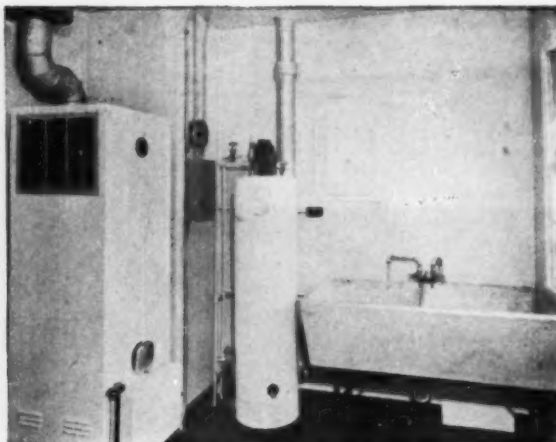
CHART shows the model of homes and exterior treatment. This chart of 24 lots is part of plan for Section 1, Hamilton Park



THE TWO-BEDROOM FRANKLIN features breezeway and garage. The floor plan has 780 square feet of area. There are ample closets and a dining area in the large kitchen. Left: floor plan of the Franklin model

Interior partitions are 2x3-inch framing with the wall-board glued and stapled. Roof construction differs from the conventional method. Two by four-inch rafters 4 feet on center run from plate to ridge. Two by three-inch cripples are nailed between the rafters, 16 inches on center. Exterior 5/16-inch plywood is glued and nailed to this frame work.

All units, including screens and trim are shipped to the building site complete, ready for erection. Field representatives help local contractors assemble the houses.



VIEW OF UTILITY ROOM of basementless houses. The heating unit is a gas fired counter flow forced hot air system



KITCHEN CABINETS are metal. Plastic wall tile is placed behind the sink and base cabinets

HAMILTON PARK, SECTION 1								
ASPHALT PLANK TILE and PLASTIC WALL TILE COLORS								
LOT NO.	KITCHEN & UTILITY	LIV. RM. & HALL	BATH	FRONT CHAIR	FRONT LANGE	REAR	KITCHEN	BATH
1	GREEN	GREY	BLACK	RED	BROWN	GREEN*GREEN	GREY*BLACK	
2	GREY	GREEN	BLUE	GREEN	BROWN	RED	GREY*BLACK	BLUE*BLUE
3	GREEN	GREY	BROWN	BLUE	RED	BROWN	GREEN*GREEN	PEACH*OUB.
4	BLUE	GREY	GREEN	RED	BROWN	BLUE	IVORY*BLUE	GREEN*GREEN
5	BROWN	GREEN	GREY	GREEN	RED	BLUE	PEACH*PEACH	BLUE*BLUE
6	BLACK	GREY	BLUE	BROWN	GREEN	RED	GREY*BLACK	IVORY*BLUE
7	GREEN	GREY	BROWN	BLUE	RED	BROWN	GREEN*GREEN	PEACH*PEACH
8	RED	GREY	GREEN	BLUE	RED	BROWN	PEACH*OUB.	GREEN*GREEN
9	GREEN	BROWN	BLUE	RED	BROWN	GREEN	IVORY*GREEN	BLUE*BLUE
10	BLUE	GREY	GREEN	GREY	RED	BROWN	BLUE*BLUE	GREEN*GREEN
11	RED	GREY	BLUE	GREEN	BROWN	BLUE	PEACH*OUB.	IVORY*BLUE
12	BLACK	GREEN	RED	BROWN	GREY	BLUE	GREY*BLACK	PEACH*OUB.
13	BLUE	GREY	BLACK	GREEN	BROWN	BLUE	BLUE*BLUE	IVORY*BLACK
14	BROWN	GREEN	GREY	BLUE	RED	BROWN	PEACH*OUB.	BLUE*BLUE
15	GREEN	GREY	RED	BROWN	BLUE	BROWN	GREEN*GREEN	PEACH*OUB.
16	BLACK	GREY	BLUE	RED	GREEN	BROWN	GREY*BLACK	IVORY*BLUE
17	BROWN	GREEN	BLACK	BROWN	BLUE	BLUE	PEACH*OUB.	BLUE*BLACK
18	GREEN	GREY	BLUE	BROWN	RED	GREY	GREEN*GREEN	GREY*BLACK
19	GREY	BLUE	GREEN	RED	BROWN	BLACK	WHITE*BLACK	GREEN*GREEN
20	GREEN	BROWN	GREY	BLUE	RED	BROWN	GREEN*GREEN	BLUE*BLUE
21	BLACK	GREY	BLUE	BROWN	GREEN	BROWN	IVORY*BLACK	GREY*BLACK
22	BLUE	RED	GREEN	BLUE	GREY	BROWN	BLUE*BLUE	IVORY*GREEN
23	BROWN	GREY	BLUE	GREEN	RED	PEACH*PEACH	BLUE*BLUE	
24	BLACK	GREEN	BLACK	BLUE	RED	GREY	IVORY*BLACK	BLUE*BLACK

ASPHALT TILE and wall tile color chart for the same 24 homes in Section 1, Hamilton Park

HAMILTON PARK, SECTION 1					
LOT	TYPE	LOAN	CASH	TOTAL	MO. PMT.
1	1130 Sec	8135	1290	9425	63.00
2	1136 Ind	8784	1586	10370	68.00
3	1136 Ind	8670	1550	10220	67.00
4	1136 Ind	8784	1586	10370	68.00
5	1136 Ind	8670	1550	10220	67.00
6	1136 Ind	8784	1586	10370	68.00
7	1130 Sec	8135	1290	9425	63.00
9	1136 Ind	8670	1550	10220	67.00
10	1136 Ind	8784	1586	10370	68.00
11	1130 Sec	8135	1290	9425	63.00
12	1136 Ind	8784	1586	10370	68.00
13	1130 Sec	8135	1290	9425	63.00
14	1136 Ind	8784	1586	10370	68.00
15	1130 Sec	8135	1290	9425	63.00
17	1130 Sec	8135	1290	9425	63.00
18	1136 Ind	8784	1586	10370	68.00
19	1136 Ind	8670	1550	10220	67.00
20	1136 Ind	8784	1586	10370	68.00
21	1130 Sec	8135	1290	9425	63.00
22	1136 Ind	8784	1586	10370	68.00
23	1130 Sec	8135	1290	9425	63.00

HAMILTON PARK, Section 1 mortgage information chart. Details show type of house, total cost, down payment, and monthly payment on the loan. Lots in Hamilton Park include curbs, black top roads, sidewalks, white rock drive, front yard graded and seeded, and sanitary sewer. The houses include gutters, plastic tile in bath and kitchen, gas counter flow heating, laundry trays, automatic water heaters, aluminum roll screens



STEEL WEATHER COVERING can be opened easily from the basement



INTERIOR BASEMENT ENTRANCE is completely finished, including wrought iron railings

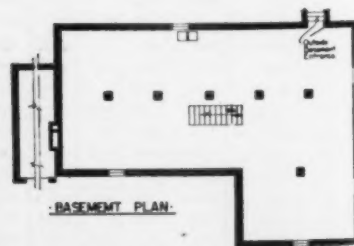
Outside Basement Entrance Adds Plus Feature To These Houses

*Builder and Designer
Alfred E. Renker,
Worcester, Mass.*

THOUGHTFUL planning as to basement facilities results in an outstanding feature in homes built by Alfred E. Renker, Worcester, Mass. Among other things Renker incorporates outside basement entrances in all his houses. The units, built on a former private estate, are located a short distance from the business district of Worcester and are convenient to shopping centers and schools.

Care in basement planning is evident in the inside basement stairwell. Instead of hiding the usual unfinished basement stairwell, this builder places it in an off-the-living room foyer. In addition to completely finishing the basement stairway, he gives it an added touch by installing wrought iron railings.

OUTSIDE BASEMENT ENTRANCE has a steel bulkhead covering

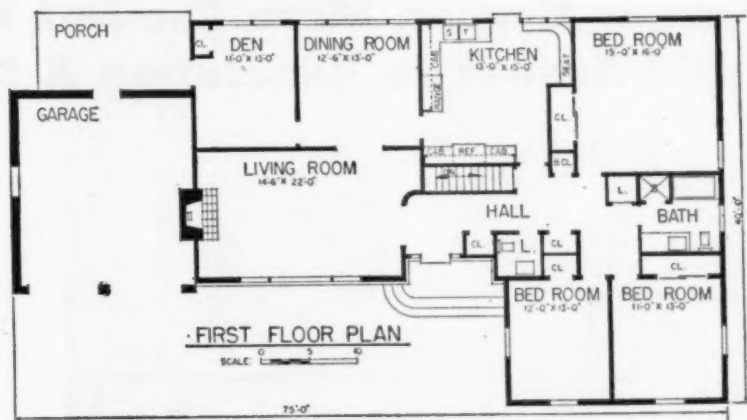


BASEMENT PLAN features easy access to the outside

AMERICAN BUILDER



WOOD, BRICK, AND STONE combine to give interesting exterior treatment to Renker houses



THREE BEDROOM HOME has a separate dining room and den on one floor

The outside basement entrance is covered by a steel bulkhead door which is a must in all Renker houses. He gives the following reasons for the outside entrances: (1) Time and money are saved during construction because of easy access to basement in pouring floor, installing plumbing, heating, wiring, and storage of materials; (2) ease in carrying laundry and other household equipment usually stored in the basement to the outside; (3) the outside entrance gives an additional exit from the basement in case of fire—people would not be trapped in the playroom if a fire should occur; (4) the outside bulkhead doors require little maintenance—only a coat of paint when the house is painted.

The 2,148-square-foot house, selling for \$26,000, has three bedrooms, a bath, and powder room. Also included in the first floor plan is a kitchen, large living room, and den. The attached two-car garage has an entry through a porch into the den.

Spacious closets, extra storage space, and a shower in the bathroom are additional plus features in this house. The kitchen has a breakfast nook with a circular built-in seat, and ample counter and storage facilities. The interior walls have three coats of plaster over gypsum lath. The

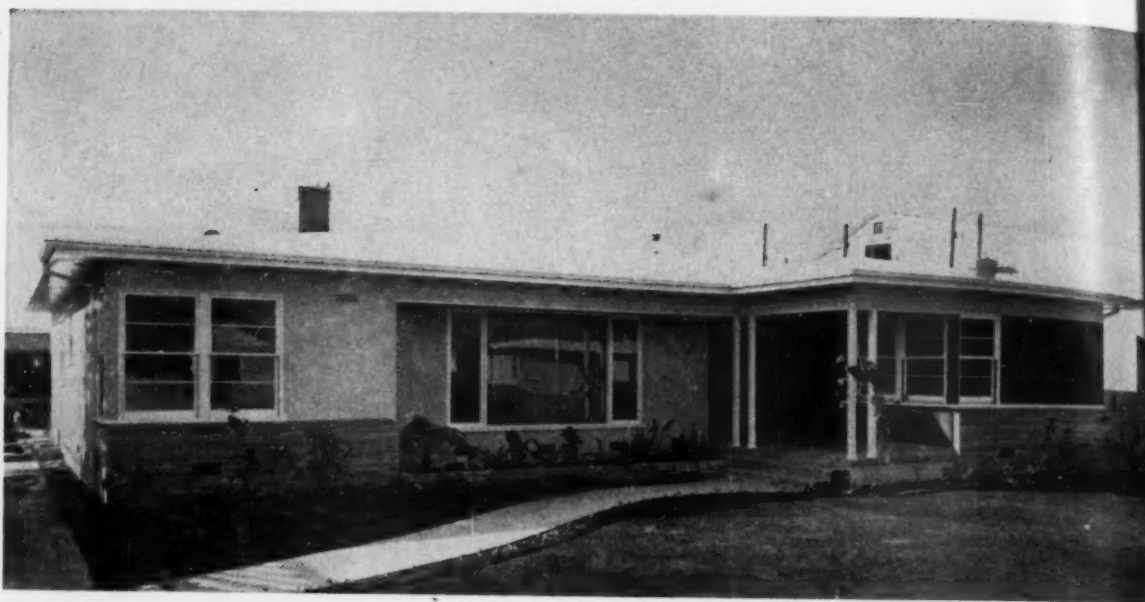
bathroom and the powder room have a wainscoting of clay tile. Oak floors are used throughout except in the bathroom where flooring is of clay tile and the kitchen where rubber tile was laid.

The foundation is 12-inch concrete block. The exterior of the house is standard frame construction with wood sheathing. Brick, stone, shingles, and siding are combined to achieve varied exterior appearance in the units.

The builder takes advantage of the natural slope of the terrain. Larger than usual basement windows are installed when the slope in the land permits. This feature allows more light to enter the basement.

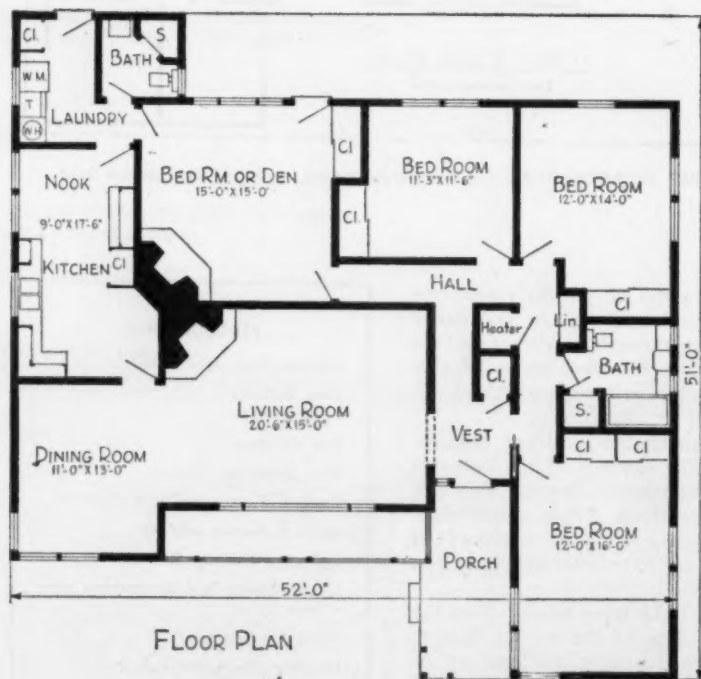
PRODUCTS USED

- Balsam Wool insulation
- Bilco Celladoors, exterior entrance to basement
- Bird shingles
- Eljer plumbing fixtures
- General Electric garbage disposer
- Grote bathroom cabinet
- Lightolier lighting fixtures
- Libbey-Owens-Ford Thermopane window
- Pryne exhaust fan
- Morrison steel garage door
- Yale and Towne hardware



COLORS AND MATERIALS are effectively combined—green stucco, Arizona flagstone, redwood siding, white dolomite roof

Larger Houses, More Comfort Features Held Answer to Regulation X Selling



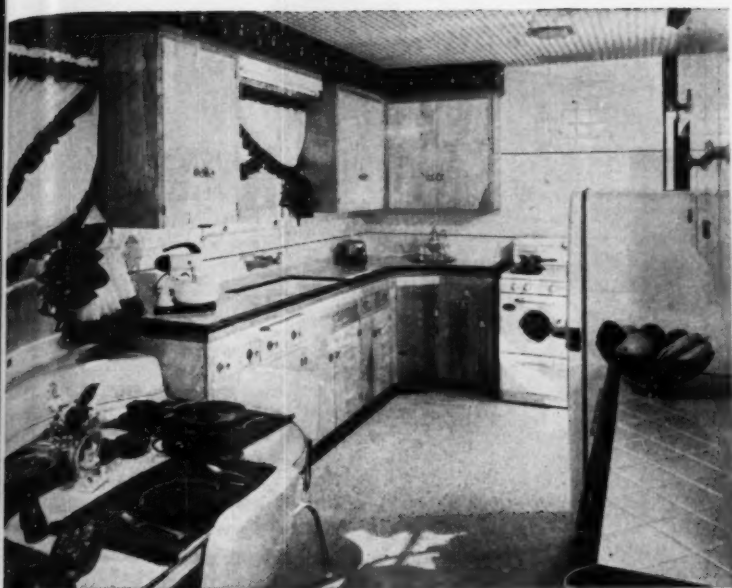
FLOOR PLAN of typical home in development

A PROJECT of 40 homes at prices from \$12,000 to \$25,000 and averaging \$15,000 sold in two week ends in a Los Angeles suburb. The builders, somewhat surprised by the fast turnover, believe they have their solution to Regulation X—larger homes with more comfort features.

All the houses were sold under FHA financing and down payments ran from \$4,000 to \$10,000. The tract was sold out before the majority of the homes were roughed in, before even one was completed. Salesmen got a future prospect list of 100. The only publicity was one item in a local newspaper.

Use of striking colors is an outstanding feature of this firm's homes. Deep tones are often used instead of the pastel shades characteristic of project homes. The builders do not share the common fear that buyers will react unfavorably to positive colors which may not match their furnishings.

In the master bedroom of the house shown here, the wallpaper has big red roses on a background of green foliage. The inside of the wardrobe is painted a deep pink. Another bedroom has green painted walls with one wall papered in green. Walls and woodwork in the living room are purple. The ceiling is white and has



A SALES FEATURE of the home was the "New Freedom Gas Kitchen"



SERVICE PORCH with washer and heater

Builders and Designers
Yaffe and Matthews,
Lynwood, Calif.

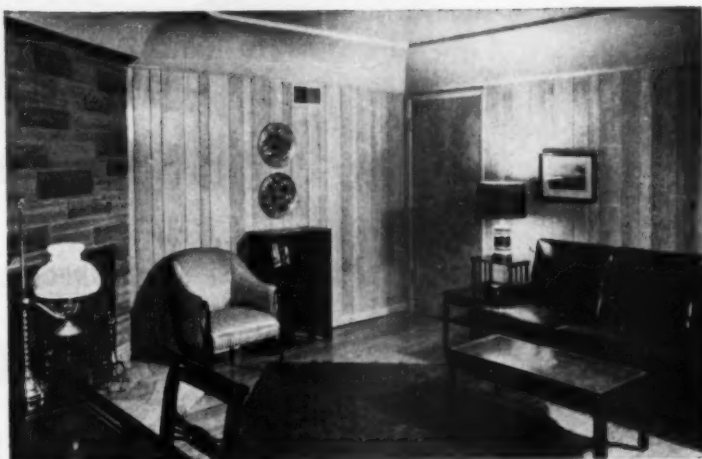
a 2-inch plaster cornice 18 inches wide.

The kitchen linoleum is yellow platter with black cove. Tile is yellow, trimmed in green on sink and counter. Wallpaper is dark with red, green and white figures. Upholstery of the breakfast nook is yellow plastic, as is the table top.

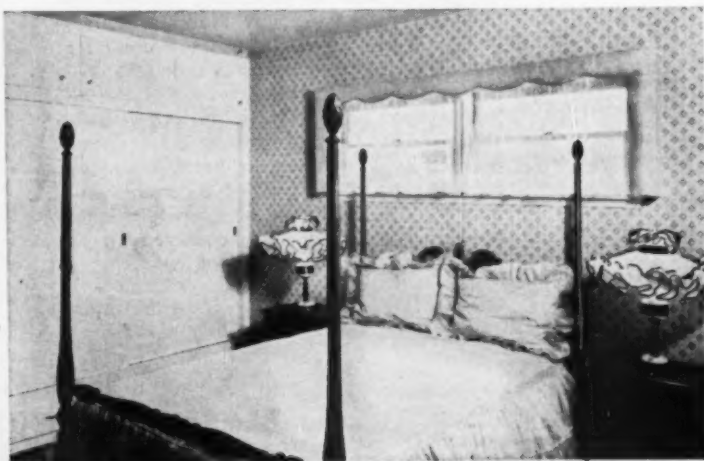
A strict policy of the builders which they say has paid off in much new business is that of keeping the customer satisfied. They will make minor repairs on their houses a year or more after sale. Starting in the area after World War II, they have built more than 500 homes, most of which sold for under \$10,000.

BRAND NAME PRODUCTS USED

Kwikset locks	Soule steel windows
Pabco roofing	Tension-Tite screens
American Standard plumbing fixtures	Rheem forced air heater
Armstrong linoleum	U. S. Plywood Corp. plywood
Formica sink top	Trade-Wind fan
Bondix washer	Markel electric bath heater
General Electric garbage disposer	Day & Night water heater
Hall-Mack bath accessories	U. S. Gypsum wall-board
Pittsburgh Plate Glass Twinwalls	



WALLS OF DEN are Japanese elm. floors pegged plank, both random width. Flagstone fireplace has 6-inch raised hearth



HIGH RIBBON WINDOWS achieve privacy, allow more room for placing furniture. Big storage wall has sliding doors



build your way to surer pro

build **Pease**

Peaseway
homes
... first in better living.

Inflation won't change
Home after it leaves
are all incorporated
matter of weeks
margin, as well as
tomers. Be the Pease
Erector in your area
one of the best of
the building industry
Homes are the Pease
TEMPORARY DESIGN
planned by outstanding
for the most efficient
they mark the beginning
home building, fulfilling
mand for better inc

Our Peaseway Plan

Exhibit Space No. 2
Congress Hotel
Natl. Assn. Home Builders
exposition—Chicago
Jan. 20-24

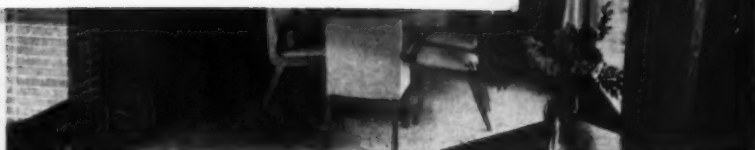
WRITE TO:
PEASE WOODWORK COMPANY
ROOM 1202
CINCINNATI 23, OHIO
"In business in Cincinnati since 1893"

AMERICAN BUILDER

AGES SSING

The portion of basement with floor at grade level accommodates an office for Dr. Weinberg and a studio for his artist-wife. A room and bath for a maid plus an area for equipment comprises rest of basement.

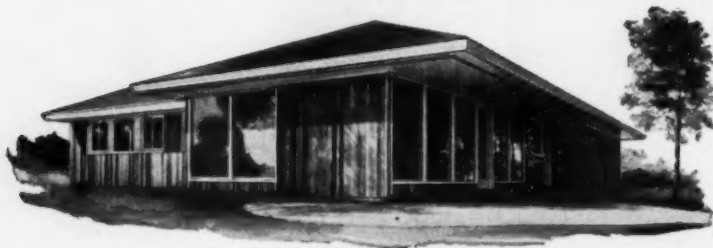
DECEMBER, 1951





The Crestwood

Three bedroom home for more and better living designed by Schwarz and West—A. I. A.



The Archwood

Four bedroom home. Another first in better housing by nationally known contemporary architect Oscar Stonorov—A.I.A.—A.I.P.



The Eastwood

Two bedroom home. Modern at this moment. Designed by Robison Heap, noted contemporary architect.

build your way to surer profits with established costs...

build *Peaseway Contemporary Homes*

Peaseway
homes
... first in better living.

Inflation won't change the cost of the Peaseway Home after it leaves the factory—the materials are all incorporated, and you can erect it in a matter of weeks—thus insuring your profit margin, as well as producing satisfied customers. Be the Peaseway Franchise Builder-Erector in your area and take advantage of one of the best opportunities ever offered in the building industry! Peaseway "New Design" Homes are the FIRST prefabricated CONTEMPORARY DESIGN Homes in America—planned by outstanding architects, engineered for the most efficient, durable construction—they mark the beginning of a new era in fine home building, fulfill the ever increasing demand for better indoor-outdoor living.

Our Peaseway Plan tells you how these fast-

selling homes can be yours to build on a franchise basis in your territory. It tells you, too, about the complete line of Peaseway Homes you can offer—ranging from a traditional design 2-bedroom home of 691 square feet to The Archwood CONTEMPORARY DESIGN Home of 1410 square feet containing 4 bedrooms and 2 baths. Prices from \$7,000 up. F.H.A. accepted.

Many Peaseway franchise builder-erectors have gained prominence and dominance in their market through the Peaseway Plan. You may be located in one of our recently opened territories, East of the Mississippi.

We urge you to write at your earliest convenience... just a few lines on your letterhead asking for the Peaseway Plan.

Exhibit Space No. 2
Congress Hotel
Natl. Assn. Home Builders
exposition—Chicago
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WRITE TO:
PEASE WOODWORK COMPANY
ROOM 1202
CINCINNATI 23, OHIO
"In business in Cincinnati since 1893"



ALTHOUGH THIS HOUSE is not large, it makes more than the usual provision for family activities with playroom and porch for children and office and studio for parents. Living, dining room and entrance hall feature wood beam ceilings and plywood walls



THIS custom designed house at Great Neck, L.I., N.Y., is an excellent example of orientation to the site.

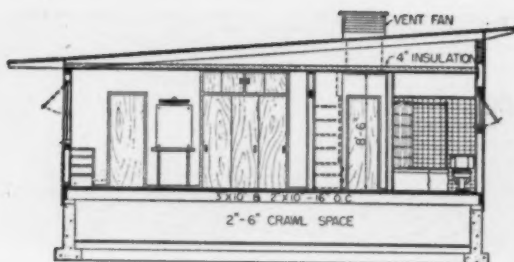
The property presented problems of drainage, design and house location because of varying levels. This was solved by placing the house on a small knoll well back from the road. This created a large forecourt in front of the main and service entries on the street side, and a two-level arrangement with an exposed basement on the down slope of the knoll.

Plan profile of the house, which is irregular in shape, conforms to the site profile, with main rooms having a clear view over the bay. The main entrance to the house is placed at the narrow end of the forecourt formed by the angular position of the bedroom wing on one side and the detached garage on the other. In this manner the service wing is kept entirely away from the quiet zone of the house with the living area overlooking the low portion of the property.

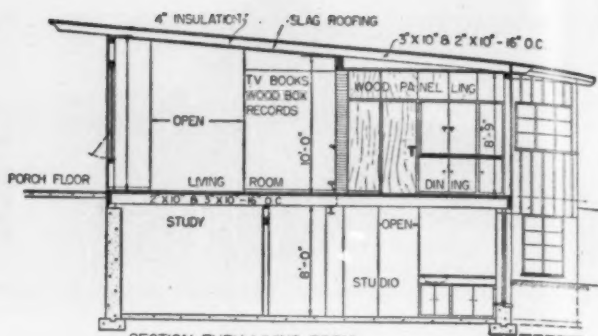
A feature of this house is the ample provision made for its use by children. Their bedrooms are placed at the end of an extended wing so that each may have access to a private playroom, porch, and bath. Emergency entrance is obtained from master bedroom to children's area through private bath.

The portion of basement with floor at grade level accommodates an office for Dr. Weinberg and a studio for his artist-wife. A room and bath for a maid plus an area for equipment comprises rest of basement.





SECTION THRU BED ROOM WING
LOOKING WEST



SECTION THRU LIVING ROOM
LOOKING WEST



TOP: SECTIONAL DRAWINGS indicate relation of ceiling to roof in all areas. Above: kitchen with adjoining breakfast nook. The barbecue is at far end of kitchen and is connected to fireplace flue. Left: master bedroom and playroom adjoining children's bedrooms

The exterior design follows the modern trend with semi-flat roof, wide projecting eaves, and walls covered with vertical siding and wood battens.

This all-frame house uses a combination of wood posts and normal stud framing for walls. The 4x4 inch posts are used in conjunction with the exposed roof rafters in entrance hall, living and dining rooms. The other rooms have plastered ceilings, supported on wood joists.

This house contains approximately 2,000 square feet on the first floor and 1,256 square feet in basement. The detached garage and porch add 704 square feet to the total. Cost of house built in 1950 is \$38,000.

BRAND NAME PRODUCTS USED

Gate City awning windows
Truscon steel sash
Thermopane glass
Modernfold doors
Schlage hardware
U. S. Gypsum Rocklath
Goodrich rubber tile
G. M. Ketcham bathroom cabinet

American Standard plumbing fixtures
G.E. warm air furnace
Minneapolis Honeywell controls
Master cabinets
Formica counters
G.E. hot water heater

Changing Market Keeps Home Building Bullish

By R. E. Saberson

My friend and I were thumbing through the advertising pages of some of the better-known shelter magazines on a Sunday afternoon when it was too rainy to play golf.

"There's one that will interest only the man who foots the bill," he said as he pointed to a full page in color. "It's what I call an 'ego advertisement.'"

"What's so wrong about ego," I asked. "Hasn't the manufacturer a right to be proud of his product?"

"Sure thing!" he answered emphatically. "That's it exactly. He should point with pride to what he makes but this fellow definitely is too much sold on himself. He is paying for something HE enjoys reading rather than something that will appeal to the consuming public. Advertising to yourself is an expensive luxury."

"So what?" I finally asked. "Would you rule out all such copy?"

"Probably not," he admitted. "Only I wonder why so many business men are willing to spend their hard-earned money talking to themselves in this manner instead of to our wives, for example."

He nodded to the livingroom where the two women were visiting at a great rate. Then he picked up a 350-page home magazine and hefted it thoughtfully.

"Most of the ads, and a great deal of the editorial content in this book, are devoted directly or indirectly to home building and to many different kinds of building materials," he continued. "I have no idea how much the ads cost except that the total must be immense. Naturally it brings up the question of the basic purpose of the ads. There can be but one answer. . . . TO SELL BUILDING MATERIALS."

That same afternoon when we were nibbling away on some cold fried chicken my friend casually brought up the fact that contrary to earlier predictions it looked as though a million homes might be built in 1951.

"The Government was talking 850,000 at the beginning of the year. The home building industry was far more pessimistic. Some said we'd be lucky if we hit 400,000 or 500,000. But here we are tailing off with close to a million units. That ain't hay, I'm telling you. Maybe it's too many."

"What do you mean, 'too many,'" said both women almost in unison.

Then they told us in no uncertain terms it would be a mighty long time before the home building industry would have to slow down very much on home building.

"Aren't we catching up?" asked my friend in his best egging-on manner. "At the end of last year I remember the total was 4 million homes in five years or something like that. Now, we've added another million. . . ."

"I don't care what we've added," said one of the ladies. "Here's something you forget. Buying a home is now a good deal like buying a car. Both are dated. Both are being improved continually. Remember the homes built in the first postwar year? Some of them were not so good based on 1951 materials and equipment. Nevertheless they did a good job for their owners . . . few are kicking. Notwithstanding all this, you'll find thousands of these postwar home buyers or builders all set to sell and ready to buy a later model in a better location or at least one they like better. They'll sell the 'old' home to someone who thinks it's wonderful compared with what they have been living in and everybody will be happy about the whole thing."

"Why will they need a bigger house," I asked just to keep up the conversation.

"Who said anything about a bigger house?" was the prompt response. "Not many people want a big house when you can't hire help for love or money. What women want is a workless, dirtless, automatic living 'machine' . . ."

"Oh, my Gawd," exclaimed my friend as he threw up his hands. "Do I believe my ears . . . women talking about living in a 'machine.' Heaven forbid!"

"I just wanted to get your goat," was the calm rejoinder. "What I'm thinking about is functional efficiency. 'Push button luxury' some home magazine calls it. Remember the time when women wanted 'lots of room' in the kitchen and walked their feet off getting a meal? Now we're leaning more and more in the direction of something akin to a dining car kitchen where four or five men in a space not much larger than a closet can cook meals for a hundred and fifty people and have the work all done and the dishes put away in a couple of hours. We're already beginning to apply that kind of think-

ing to homes in order that women can spend part of their time in some other room . . . designed, if you please, with gracious living in mind. Why not do the same thing with all parts of the house . . . bedrooms, den, recreation (knock-about room for the kids), living room where you have lots of space and all that it takes to live with minimum day-to-day drudgery. That's what I mean by 'machine.' 'Engineered functional efficiency' is a better term. When such homes are available it will mean more and more shifting on the part of families just like people buy and sell cars. You talk about catching up! Actually the home building industry will never catch up as long as it is possible for people to earn enough money to live in a home!"

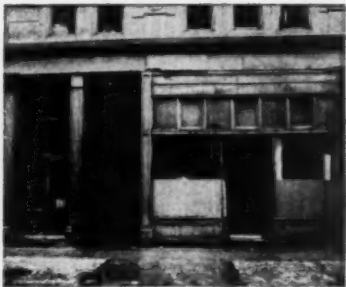
As the weeks went by my friend and I brought up the subject many times.

"Shortages of key materials will be our undoing," we predicted one evening at a dinner party. "You can't build homes without such things as steel, copper, aluminum. They are being used up by the defense program. None left for houses."

Our hostess sniffed with a great show of disdain.

"What you're saying in effect is that if we should ever run out of these three things we'd never have another new house. That, of course, is sheer bunk. I don't know a solitary thing about house building but my knowledge of the ingenuity of American business men, makes me believe it wouldn't be very long before they would be building better homes than ever with something else and probably for less money. That may sound silly if we look at home building from the traditional approach. My whole point is that we are becoming less traditional in everything we do so why not in home building?"

Later I read a lively article about the vastness of the repairing and remodeling market, not only as it pertains to homes but to the nearly 2,000,000 smaller retail establishments which must needs bring themselves up-to-date if they are to compete favorably with their larger competitors which hem them in on every side. Materials are readily available to bring about this profitable transition. So is the money. While the construction industry is engaged in this herculean task, a surprisingly large number of homes will also be built.



Modern Face Put On 75-Year-Old Building

Builder

*Staalsen Construction Co.,
Chicago, Ill.*

Architect

*John C. Van Balen,
Chicago, Ill.*

ORIGINAL STORE FRONT before remodeling is at top of page. Below: transformation of the same area through the judicious use of face brick, redwood siding, new doors and windows. Area above second floor belt course remains the same as before

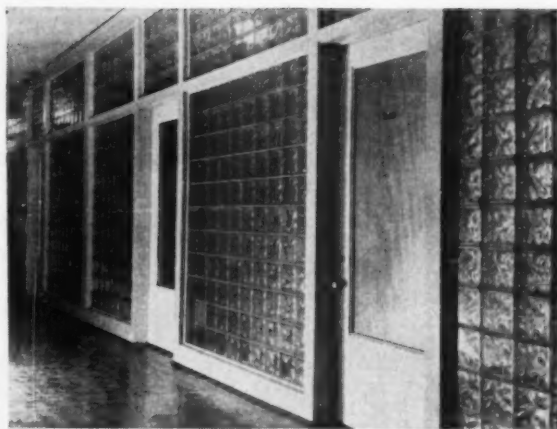
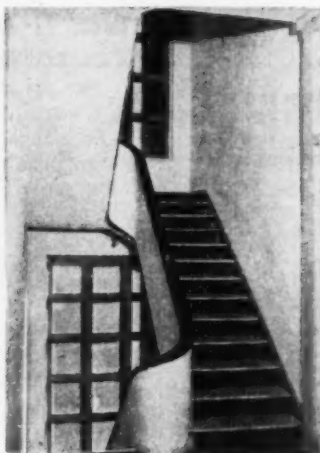
A NEW modern front has completely changed the exterior appearance of a 75-year-old four-story commercial building on Chicago's near north side. This new front is the second phase of an extensive remodeling job which included modernization of the interiors of the first three floors.

The store front remodeling was confined to the area between the sidewalk and belt course at the second floor windows. The old surfacing was removed and Roman brick was laid up in a vertical pattern to cover the upper portion, with plywood facing for balance of the front below the brick. Old structural columns that were in the way were removed and new steel beams installed to span the openings. Approximate cost of this store front remodeling, including the entrance doors, is \$6,000. Work was completed in September, 1951.



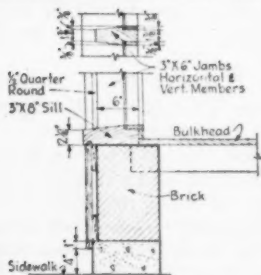


INTERIOR STAIR in original form at left above. Right: balusters were boxed in with cement plaster

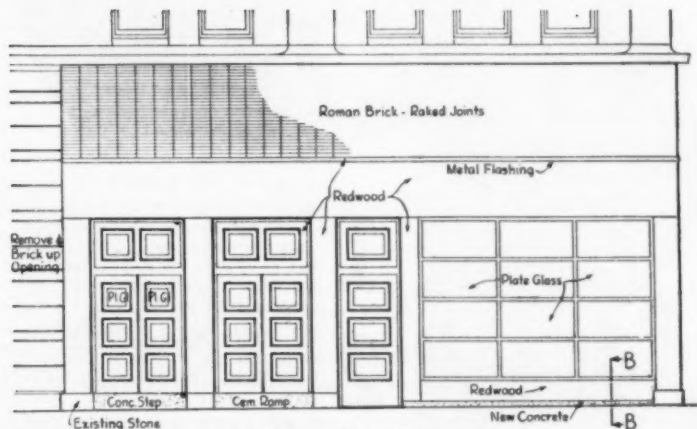


GLASS BLOCK was chosen for the corridor partitions

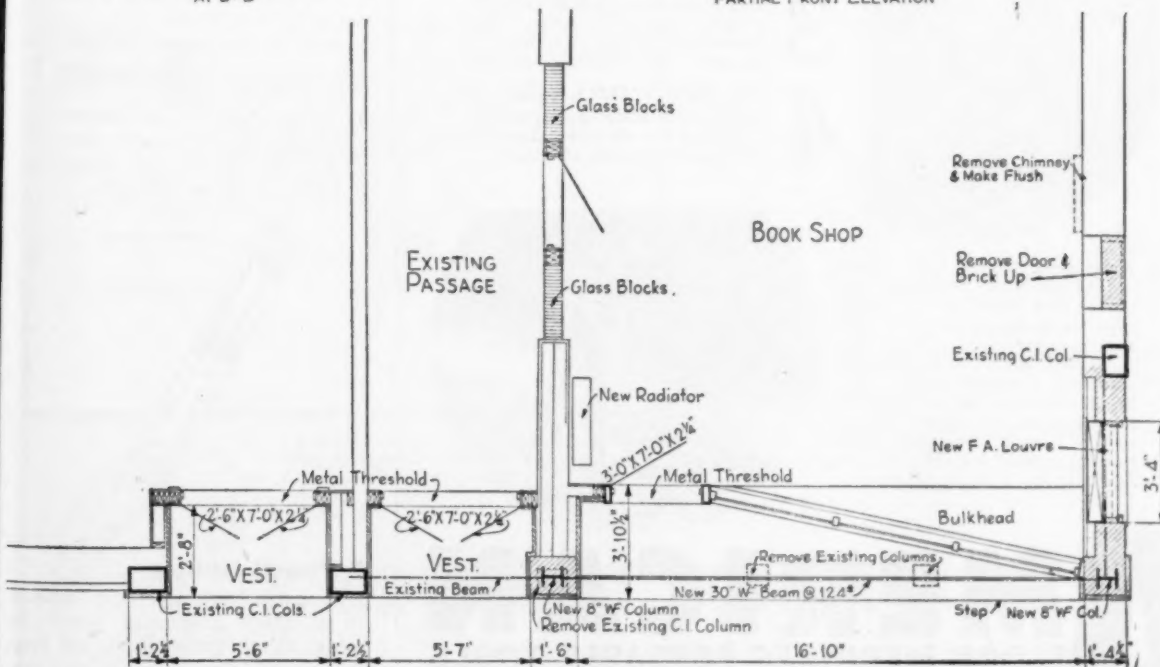
PLAN, elevation and details show the changes and the application of new materials to this existing structure, which underwent face-lifting job



SECTION THRU BULKHEAD AT B-B



PARTIAL FRONT ELEVATION

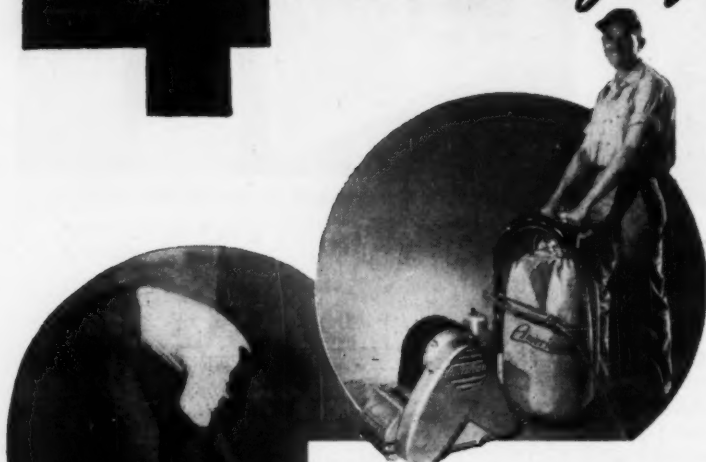


PARTIAL FLOOR PLAN

MAKE YOUR FLOORS

4 WAYS BETTER

Increase Profits!



1 SAND WITH SUPER 8. Use American Super 8 for high production in sanding body of floor. Cuts not just faster... but nearly twice as fast as any other 8" machine... reduces costs, increases your profit!

2 DO EDGES WITH SPINNER. Always use an American Spinner for edges, closets, small halls, stairs. Saves time!

3 DISC SAND AS FINAL CUT. Makes the finest finish—a flatter surface—easier to clean. Use American DeLux Maintenance Machine—19", 16" or 14" size.

4 USE QUALITY SEALS. American Finishes are finest quality—complete line for all floors... seals, finishes, waxes and cleaners.

Keep your profits UP... keep up-to-date with American machines and materials in *all four steps* in floor finishing! This assures finest floors... saves time... saves labor... on wood, cork, concrete, terrazzo, asphalt, rubber, linoleum or plastic. Send for free catalogs describing "4 Steps to Fine Floors." American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo, Ohio.



No. G-26 Framing Details

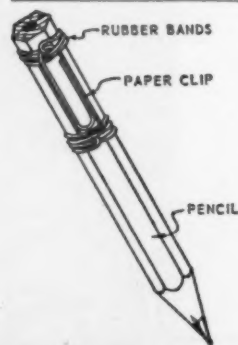
The problem involved in connection with the remodeling of this store building was to design a stair connecting a sales floor with the Lay-away and Will Call departments. They are on a level four feet higher than the sales floor. When the purchase is made it is necessary for the purchaser to pick up the garment on package on the upper level. This makes it mandatory that the ascent be made as easy and comfortable as possible.

From the standpoint of appearance, the stair has to be as attractive and inviting as possible, so that this phase of each sale be a welcome feature rather than a distasteful one.

The design of the stair is made appealing by the use of bronze handrails and uprights. The entire frame of the bronze standards and rails is filled with clear plastic sheets 1/4-inch thick. The treads, risers and platforms are colorful terrazzo. The contour of the stair soffit is curved to further detract from the sharp incline of the stair.

The lower level floor and the upper level ceiling terminate at the wall in unusual curves and angles. These have a tendency to capture the attention of the buyer and minimize the effect of the additional climb to the upper level. They direct attention to the decorative scheme of the store rather than the functional aspects of the stair.

The area of the balcony that supports the stair to the upper level is of cantilever construction which gives the effect of a free floating stair. The stair, although eight risers in height, is constructed with an intermediate landing. This tends to give the effect of two small stairs, thus minimizing any objections to the climb.



A Pencil Holder

An extra large paper clip fastened to a heavy carpenter's pencil by means of two rubber bands will keep the pencil from falling out of the pocket.—H. E. Fey, New Braunfels, Texas.

AMERICAN

FLOOR MACHINES—PORTABLE TOOLS

Compensates

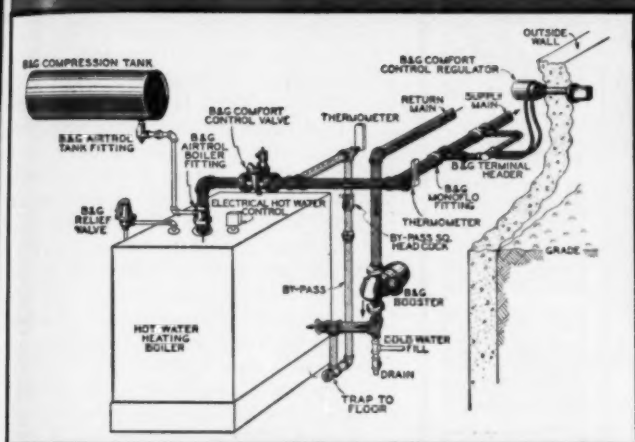
FOR WIND EFFECT



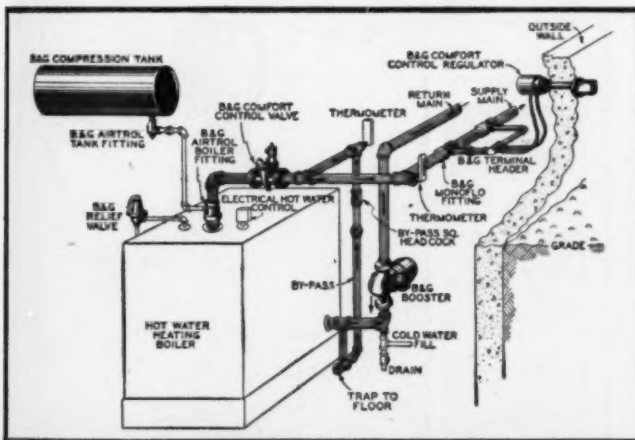
B & G
Comfort Control
Regulator



B & G
Comfort Control
Valve



Here the Comfort Control Regulator is calling for heat and has caused the Comfort Control Valve to open, admitting hot water from the boiler to the heating system.



With the heat demand satisfied, the Comfort Control Regulator has closed the Comfort Control Valve so that water from the radiation circuits circulates through the by-pass instead of the boiler.



COMFORT CONTROL SYSTEM BELL & GOSSETT COMPANY

Dept. CH-11, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto, Canada

AN IMPROVED CONTROL FOR FORCED HOT WATER HEATING SYSTEMS

... automatically adjusts the heating rate for different wind velocities as well as outdoor temperature changes

Wind conditions definitely change the heat requirements of a building. To maintain a uniform indoor temperature, it is necessary to vary the heat supply in accordance with wind velocity, even with a constant outdoor temperature.

An exclusive feature of the B & G Comfort Control System is the unique arrangement whereby a small amount of heat is conducted from the heating circuit to the outdoors. This is the feature which makes the Regulator truly wind compensating! A strong wind dissipates the heat faster, requiring a higher system temperature to satisfy the Regulator.

The Comfort Control Regulator governs operation of the Comfort Control Valve. This Valve controls the flow of hot boiler water into the system and is opened or closed in accordance with the need for heat.

Only one adjustment to make

Simplicity of adjustment is an outstanding feature of the B & G Comfort Control System. Turning a single dial synchronizes the heating system with the building.

Send for descriptive literature

The complete story of this revolutionary control is available to you upon request. Write today.

MAKE YOUR FLOORS

4 WAYS BETTER

Increase Profits



1
2
3
4

Keep your profits UP... keep up-to-date with American machines and materials in *all four steps* in floor finishing! This assures finest floors... saves time... saves labor... on wood, cork, concrete, terrazzo, asphalt, rubber, linoleum or plastic. Send for free catalogs describing "4 Steps to Fine Floors." American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo, Ohio.

AMERICAN

FLOOR MACHINES-PORTABLE TOOLS

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PAC MISS

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Compensates **FOR WIND EFFECT**

AGES SSING



D CONTROL FOR ER HEATING SYSTEMS

*the heating rate for different
outdoor temperature changes*

*change the heat requirements
in a uniform indoor tempera-
the heat supply in accordance
n with a constant outdoor*

*f the B & G Comfort Control
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A strong wind dissipates the
higher system temperature to*

*regulator governs operation of
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the system and is opened or
h the need for heat.*

*ijustment to make
is an outstanding feature of the
System. Turning a single dial
system with the building.*

*scriptive literature
s revolutionary control is avail-
. Write today.*



COMFORT CONTROL SYSTEM

BELL & GOSSETT COMPANY

Dept. CH-11, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto, Canada

DECEMBER, 1951

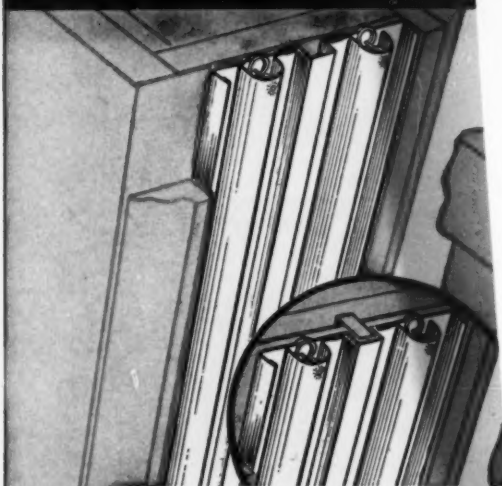
141

When Ordering Your Millwork

insist on

ALLWEATHER

BALANCE STRIP



Your double hung window assembly can be as modern as tomorrow if equipped with the Double Duty ALLWEATHER Balance Strip.

Double Duty because it provides durable tongue and groove weatherstripping, maximum area of contact, plus positive balance of sash. Lifting springs are concealed without the use of sleeves or covers.

Two types of parting bead are available. Illustrated is the Metal Hat Type Parting Bead which provides a completely covered sash runway. No wood parting is required.

The inset view shows a Metal Parting Bead Cover to be used with conventional wood parting bead. Both eliminate the need for painting.

The ALLWEATHER Balance Strip is covered by U. S. Patents . . . Nos. 2,284,438 . . . other patents pending.

THESE FEATURES MAKE ALLWEATHER BALANCE STRIP OUTSTAND



ALLMETAL

NAME ALLMETAL REGISTERED U. S. PATENT OFFICE

2243 N. Knox Ave., Chicago 39, Ill.



ALLMETAL WEATHERSTRIP CO.
2243 North Knox Avenue, Chicago 39, Illinois
Please send complete information and prices.

Name _____
Address _____
City _____ Zone _____ State _____

**CROSS MEMBER
WEATHERSTRIP
INSTALLATION
ALTERNATES**

CROSS METAL

**No. D-85
Fireplace
and Barbecue**

**PA
MIS**

Best Finishing Nail

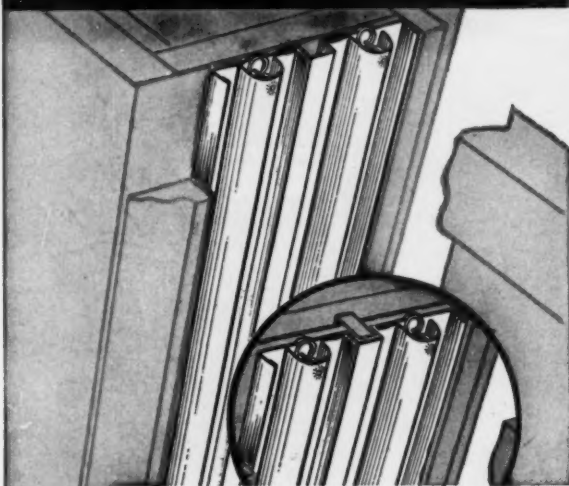
When edge nailing a board sometimes the finishing nail will bend before it is driven completely in. In that case use another similar nail to drive the first nail all the way through or until it can be pulled through.—M. J. Hiland, Lansing, Illinois.

AMERICAN BUILDER

AGES SSING

...Flintkote Building Materials

When Ordering Your Millwork
insist on
ALLWEATHER
BALANCE STRIP



Your double hung window assembly will be as modern as tomorrow if equipped with the Double Duty ALLWEATHER Balance Strip.

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THESE FEATURES MAKE ALLWEATHER BALANCE STRIP OUTSTANDING



ALLMETAL

NAME ALLMETAL REGISTERED U. S. PATENT OFFICE

2243 N. Knox Ave., Chicago 39, Ill.

Weatherstrip Company

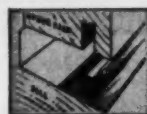
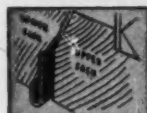


ALLMETAL WEATHERSTRIP CO.
2243 North Knox Avenue, Chicago 39, Illinois
Please send complete information and prices.

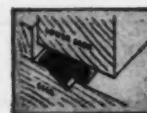
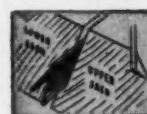
Name _____
Address _____
City _____ Zone _____ State _____

**CROSS MEMBER
WEATHERSTRIP
INSTALLATION
ALTERNATES**

**CROSS METAL
EQUIPMENT "AC"**



**CROSS METAL
EQUIPMENT "IB"**



**CROSS METAL
EQUIPMENT "FH"**



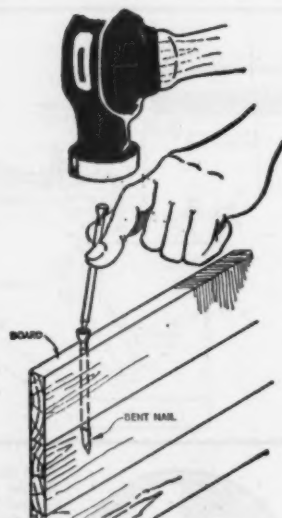
**No. D-85
Fireplace
and Barbecue**

The combination fireplace and barbecue detailed on opposite page serves a portion of a large ranch house located in the southwest area of the country.

In this particular case the barbecue is located in one corner of a large screened porch adjoining a den or study, with the indoor fireplace in the corner of the study. Both units are served by a single chimney with a flue for each.

The room fireplace is a simple affair with raised hearth and extended copper shield over opening. The surrounding area is random width knotty pine paneling.

The barbecue is built up of salvaged common brick with an occasional stone or tile block inserted into wall to obtain a rustic effect. The series of levels occurring on both sides and over the opening provide space for decorative motifs. Recesses are topped with a flagstone ledge. The various ledges and recesses over the opening as they taper back toward the chimney, help in making a smooth transition from the broad surface of barbecue to the vertical lines of chimney. The adjoining stained vertical siding on walls and flagstone floor produce an over-all pleasing effect.



**How to Remove a
Bent Finishing Nail**

When edge nailing a board sometimes the finishing nail will bend before it is driven completely in. In that case use another similar nail to drive the first nail all the way through or until it can be pulled through.—M. J. Hiland, Lansing, Illinois.

AMERICAN BUILDER

And all through the house...



...Flintkote Building Materials

DECEMBER, 1951

To help you
build a
better home...



Permalite makes 4 WAYS BETT

That's right... Permalite aggregate house... extra value for the money. Permalite plaster, it provides: (1) Three times more strength than ordinary plaster; (2) Extra insulation; (3) More resilience, more crack-resistance, less dead weight for minimum maintenance.

Permalite makes concrete INSULATING

In concrete floor slabs, Permalite gives the insulation of ordinary concrete. No heat loss into ground, it's a superior base for heating systems. Adds year 'round value, eliminates cold floors.

Send in this coupon today for full details on how you can add much to housing value and reduce housing cost with Permalite.



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How To Install Wood Gutters

Wood gutters originated in colonial times and have, with proper installation and care, lasted the life of the building in which they were installed.

In place of the regular cornice moulding they create a trim appearance. Installation can be made by any carpenter with few simple tools.

The gutters should be installed while scaffolding is in place and before shingles are laid.

PAC

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Place cut from face set into end.

TO PROVIDE a moulded closing end of the gutter a 45 degree notch is cut in the end to be closed and a segment fitted into it. The triangular section is cut from small scrap ends of gutter.

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How To Install Wood Gutters

Wood gutters originated in colonial times and have, with proper installation and care, lasted the life of the building in which they were installed.

In place of the regular cornice moulding they create a trim appearance. Installation can be made by any carpenter with few simple tools.

The gutters should be installed while scaffolding is in place and before shingling is started. All cutting, fitting, and drilling is done on the ground and before gutters are raised into position. To eliminate expensive apron flashing the gutter should be blocked out $\frac{3}{8}$ of an inch. Nailing strips are placed on the back of the gutter every 24 inches and nailed with 16p nails. The lip or front edge of the gutter should not be lower than the extended line of the roof sheathing. Shingle protection over the eaves of one to 1½ inches is recommended.

Gutters should be set level to effectively carry out the cornice treatment.

Joints and splices must be cut accurately and fitted tightly. A suggested method of splicing is to mitre the two pieces and fill chamfer with a flexible caulking compound. Long brass screws with counter-sunk heads are used to fasten the two segments together.

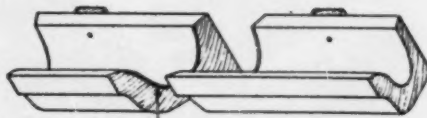
The gutters should be thoroughly primed before erection with white lead and linseed oil. The joints can be sealed with white lead, caulking compound, or roofing cement.

Wood gutters can complement any architectural treat-

(Continued on page 162)

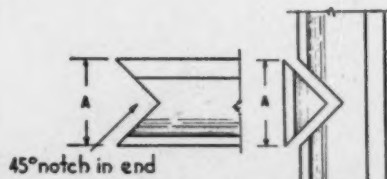


Plan View showing mitred ends.



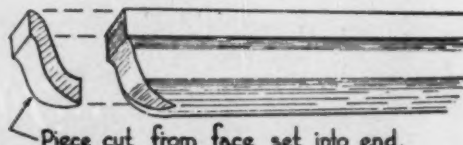
Chamfer

A SIMPLE MITRED SPLICE is the suggested method of joining two gutter sections. The mitre gives a neat appearance and assures good alignment of the sections. This operation is done on the ground. Fill the chamfer with caulking compound



45° notch in end

Plan View Showing End Block cut from face of scrap of gutter.



Piece cut from face set into end.

TO PROVIDE a moulded closing end of the gutter a 45 degree notch is cut in the end to be closed and a segment fitted into it. The triangular section is cut from small scrap ends of gutter



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The first division of what is now Atlas Plywood Corporation was established in 1892. Since that time more than fifty manufacturing plants, distributing plants and subsidiary companies have been united to build one nation-wide manufacturing and service organization. From standing tree to finished product, every Atlas Panel, every Atlas Flush Door, is produced under one ownership, one standard of control, one responsibility.

Our experience is not measured solely in time. It covers every type of wood suitable for the making of plywoods and veneers—Northern Hardwoods, Southern Hardwoods, Western Fir and exotic woods from every corner of the world. While the basic principles of plywood manufacture are the same for every type of wood, the fact remains that each wood has its own character, calls for its own special type of handling. Whatever you may specify in an Atlas Panel or an Atlas Door, from the least expensive to the most elaborate, you can rely on a quality of materials to which you can safely trust the execution of your plan or design. The "something plus" that comes only from Experience is found in every Atlas product.

Let us send you literature to file on both Atlas Panels and Atlas Doors. We'd like to get acquainted. Kindly address your inquiry to Dept. 28.



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BOOK REVIEW



SCHOOL PLANNING.

Compiled by Kenneth Reid, A.I.A. 9 inches by 12 inches, 456 pages, illustrated. \$8.00. F. W. Dodge Corp. See No. 26 in adjoining column.

If there is a city, town or village in the United States that today is not building a new school, or drawing up plans for building a new school, or just thinking about building a new school then that community is pretty much in a class by itself. One has only to take a short trip through his own section of the country to see that the construction of educational buildings at the present time might well be proportionally as great as the building of homes. There is also no doubt that educational building starts will continue to increase for several years to come, assuming that the shortage of building materials is no greater than what it is today. The planning and building of schools, therefore, is a subject well deserving of a builder's interest since it is probably only a matter of time before he will be called upon to undertake a job of that sort, if indeed he has not already done so.

An excellent book devoted entirely to school planning and types of school construction is one titled simply **SCHOOL PLANNING** that was published early this year. This is a big book containing over a thousand pictures of school plans, exteriors, interiors and construction standards that have been employed in building schools of all kinds during the past ten years. The book, in fact, gives the reader a panoramic view of American educational building activity in all its varied aspects. Chapter titles picked at random that show the scope of the volume are: The School Shop for General Education, What We Like About One-Story Schools, What Educators Desire, A Cost Study of School Plan Types, Eyes and Ears in Schools, Community Schools. A thirty-page section of Time-Saver Standards for school building construction rounds out this fine book's usefulness for builders and contractors.

PLANNING AND BUILDING THE MODERN CHURCH.

By William Ward Watkin, FAIA. 9 inches by 12 inches, 163 pages, \$8.50. F. W. Dodge Corp. See No. 30 in adjoining column.

It may come as a surprise to some, but it is true nevertheless, that in 1950 there were over 20% more church building starts made throughout the country than there were school starts. Again, here is a promising field of building activity that offers unique opportunities to the enterprising builder or contractor and we believe that Mr. Watkin's book can be of real service in providing an overall plan and design survey for this type of construction.

It is safe to say that while this is a book compiled primarily to be used by architects and church people themselves in crystallizing their building ideas, chapters such as Materials for Church Construction, Walls and Towers, Lighting, Heating and Air-Conditioning; and Building the Church will have a direct practical appeal to the builder and contractor.

A SPECIAL

Here's an easy way to get new essential information that will help you increase your income. Every volume a standard work by leading authority. Remember—it's the informed builder who is the successful builder.

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1. **THE BUILDING ESTIMATOR'S REFERENCE BOOK** and **Vest Pocket Estimator** (not sold separately). By Frank R. Walker. Contains latest estimating and cost data on everything that goes into house construction. Most complete compilation of estimating and cost data available. \$12.00.
2. **SIMPLIFIED CARPENTRY ESTIMATING**. By J. W. Wilson and Clell M. Rogers. Everything needed to "take-off" a bill of materials from set of plans and specifications for a frame house—with many helpful quick-reference tables and short-cut methods that simplify the work. \$3.75.
3. **CONTRACTOR'S MATERIAL LIST**. A 10-column take-off form for complete listing of materials and labor costs. \$1.00.
4. **SPECIFICATIONS**. Full set of detailed house specifications (and item index), with spaces for inserting the pertinent description data. \$.50.
5. **HOUSE CONSTRUCTION COSTS**. By G. Underwood. Estimating instruction book written for students but equally useful for carpenters and contractors. \$4.75.

CARPENTRY AND BUILDING

6. **HOUSE CONSTRUCTION DETAILS**. Compiled by Nelson L. Burbank. Exact working guide on every detail of house construction from foundation to finish. Tells dimensions, materials, processes, step-by-step working methods. \$4.75.
7. **HOUSE CARPENTRY AND JOINERY**. By Nelson L. Burbank. Every step of carpentry in and around a house, clearly explained and illustrated. Covers every job from foundation forms to interior trim. \$4.50.
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10. **STEEL SQUARE**. By Gilbert Townsend. This how-to-do-it steel square instruction book provides fundamentals plus step-by-step house construction problems solved by proper steel square use. \$2.25.
11. **SIMPLIFIED STAIR LAYOUT**. By J. Douglas Wilson and S. O. Werner. Basic work book presenting easily understood fundamentals of stair building. \$1.80.
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16. **PREMIER BOOK OF GARAGE PLANS.** Full-scale working blueprints and pictures of one and two-car garages. Not new, but only book supplying plans. \$.50.

HEATING AND PLUMBING

17. **HEATING, COOLING AND AIR CONDITIONING HANDBOOK.** A handy reference manual and practical instruction book. 706 pages, 351 illustrations. \$4.00.
18. **HOW TO DESIGN AND INSTALL PLUMBING.** By A. J. Mathias, Jr. Every step in the design and installation of the plumbing system, to fulfill requirements indicated in blueprints and specifications, explained and illustrated. \$3.50.

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19. **PRICE GUIDE FOR PAINTERS AND DECORATORS.** Tables covering practically every type of work done by the painter and decorator, with suggested prices based on various wage scales. \$1.25.
20. **PAINTING AND DECORATING CRAFTSMAN'S MANUAL.** Sponsored by the Painting and Decorating Contractors of America. \$2.00.

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21. **THE ART OF BRICKLAYING.** By J. Edgar Ray. Basic Bricklaying job instruction, many illustrations, glossary, special scaffolding and cement block chapters. \$4.00.
22. **THE MASONRY HOUSE.** By Lee Frankl. Training-Thru-Sight Associates, Inc. Step-by-step guide to complete house construction in brick and tile. Excellent self-teacher. \$2.95.
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ucts such as glass blocks, waterproofing mixtures and insulating blocks. \$5.00.

ELECTRIC WIRING

24. **INTERIOR ELECTRIC WIRING AND ESTIMATING.** By Albert Uhl, A. L. Nelson and C. H. Dunlap. How-to-do-it book on interior wiring and cost estimating. \$2.75.
25. **WESTINGHOUSE HOME WIRING HANDBOOK.** By A. Carl Bredahl. A guide for planning the wiring of moderate-priced homes, with emphasis on safety, effectiveness and efficiency. \$1.00.

MISCELLANEOUS

26. **SCHOOL PLANNING.** Excellent big book, profusely illustrated, treating in detail all phases of school building design during the past ten years. \$8.00.
27. **BUILDING TRADES BLUEPRINT READING.** By Ralph Datzell. Practical study course covering both fundamentals and practice of this essential subject. \$4.50.
28. **ARCHITECTURAL DRAWING FOR THE BUILDING TRADES.** By J. E. Kenney and John P. McGrail. A practical book of drawing instruction for builders and contractors as well as for students and draftsmen. Excellent show-how illustrations. \$4.00.
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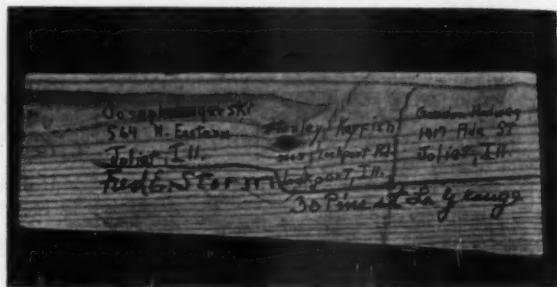
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RIGHT OFF THE ROOF



As one of our staff members was gathering pictures and data on a job under construction, four carpenters halted their roofing work to ask, "In what magazine will that story appear?" Advised that it would appear in the *American Builder*, a magazine for those in the light construction industry, they immediately wanted to know how they could become subscribers.

Our alert S.M. (staff member) assuming Cato was right when he said, "Let nothing pass that will advantage you" decided here was an opportunity to apply that old



BOARD on which carpenters scrawled their names

saw two ways: First, the carpenters would profit from what they might learn in the *American Builder*, and second, the *American Builder* would profit from their subscriptions.

Wasting no time, he suggested they write their names on a sheet of paper and toss it to him. Lacking stationery the carpenters improvised—they wrote their names and addresses on a piece of D&M sheathing and tossed it down to our S.M. He bundled it up and brought it into the office. Our editor felt it was most proper to receive subscriptions written on building material, and he sent it on to Circulation.

And that is how four recent subscribers joined our reader-family. It is also why we titled this story "Right Off the Roof."—The End.

Philippine Mahogany Being Shipped

Philippine mahogany in a wide range of finished lumber is again being shipped to the United States in pre-war quantities, according to the Insular Lumber Co., Philadelphia. The lustrous woods—dark and light red—are available in beveled and V-type exterior siding, interior wall paneling and in a variety of moulding pattern for interior trim.

Production of tropical hardwoods at the Insular company mill on Negros Island had virtually come to a halt when American troops liberated the island after four years of Japanese occupation.

Association News, cont'd

"Bildor Best Citizen" to Be Named at St. Louis

A trophy, to be known as the "Bildor Best Citizenship Award," will be presented annually to the St. Louis home builder who has distinguished himself during the year not only in his business but also in his community activities, the Home Builders Association of Greater St. Louis has announced.

The trophy, presented to the association by Norman H. Schuermann, large-scale builder and a long-time association member, will change hands each year, with the new winner's name being engraved on its "Bildor Best Citizen" list. It is planned to make the awards at the annual dinner-dances held when new officers are installed.

Invitations have been made to several civic leaders to serve on the award committee.

Home Market Steady - 9c Lb.



AFTER PONDERING government weight restrictions on metals for construction, Otis La Grone, Dallas builder, decided to go a step farther and figure the selling price of his product (homes) not by square feet, cubic feet, etc., but by the pound. La Grone, after completely itemizing his construction requirements, reached the conclusion he could market quality houses for 9 cents a pound, which he points out is considerably cheaper than current quotations on beefsteak.

Builders Hardware Club Formed in N. California

The Builders Hardware Club of Northern California was organized at a recent meeting of the Bay Area chapters of the Architectural Hardware Consultants and National Contract Hardware Association. The club is sponsored by these two organizations along with manufacturers, wholesale distributors and dealers in the builders hardware business.

Officers of the new group are Charles A. Smith, district manager of the Stanley Works, president; Vernon Garehime, Garehime and

(Continued on page 172)

COST-CUTTING PORTABLE ELEVATOR AMAZES BUILDERS · CONTRACTORS



Biggest news in material handling for contractors and builders is the new, low-cost, portable MULKEY ELEVATOR. Custom built and tailored to the requirements of the building trades . . . handles concrete blocks, bricks, mortar, sand, dirt, lumber, roofing, insulation, sacks, boxes, with ease. Strong as a bridge, yet one man handles and operates . . . easily trailed up to 35 miles per hour. Has patent-design clutch and brake assembly. Basic length, 24 ft., 17½ ft. maximum lift, 8 ft. extension available. Balanced up to 40 ft., approximate maximum lift 28 ft. One contractor reports . . . "my MULKEY ELEVATOR keeps 10 men constantly supplied with brick and mortar . . . it has paid for itself many times over." Write now for FREE LITERATURE AND PRICES!

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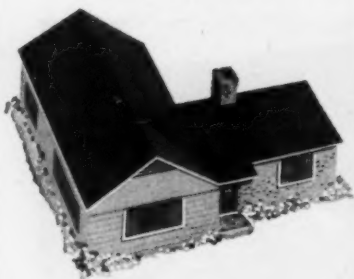


Bostwick Corner Bead and Cornerite! Wings are formed at the proper angles to fit corners snugly, and special machines assure wings with flat surfaces. Heavy shipping cartons eliminate bent wings caused by shipping, warehousing and delivery. Bostwick bead and cornerite make easier-to-plaster corners than most other corner products.

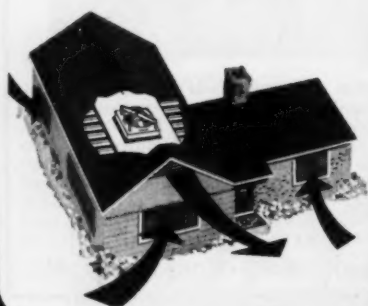
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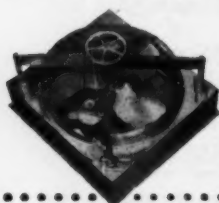
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**Hunter Package Fan gives cool
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Installation of Hunter's new, compact Package Attic Fan is simple and inexpensive. Fan, motor, suction box and shutter furnished complete—requiring only a ceiling opening and less than 18" clearance in attic. Four models, ranging from 4750 CFM to 9700 CFM, to fit any home size and climate. Quiet, powerful, dependable. Manufactured by Hunter, exclusive fan makers for over 64 years.



Write for complete installation manual, "How to Cool for Comfort." Hunter Fan and Ventilating Co. 381 S. Front St., Memphis, Tenn.

Hunter
PACKAGE ATTIC FANS
See our Display at NAHB Show

Association News, cont'd

(Continued from page 171)

Boone, vice president; F. E. Hay, Hager Hinge Co., treasurer; and Frank Norman, F. G. Norman and Sons, sergeant-at-arms.

Business Meeting Held By Carolina Dealers

A one-day fall business meeting of the Carolina Lumber and Building Supply Association was held recently at Charlotte, N.C. Leading a discussion of topics of current interest were Edward H. Libbey, secretary of the National Retail Lumber Dealers Association, who spoke on the Washington situation; and William T. Spencer, Carolina national director, and Henry Munnerlyn, Bennettville, S.C., who gave reports on recent national lumber dealer meetings. C. T. Parsons, editor of the Southern Lumber Journal, acted as moderator.

Houston "Builder of Month"



RECEIVING AWARD as Houston's builder of the month for October is Preston R. Plumb (left), one of the founders of the Houston Home Builders Association. Making the presentation is James R. West, association president. Plumb has been a director of the National Association of Home Builders and is at present a state director.

Michigan Home Builder Contest Scheduled at Grand Rapids Show

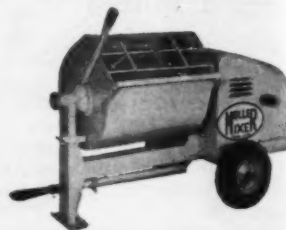
A competition to select outstanding homes built throughout the state will be held at the Greater Michigan Home Show, March 10-15, in Grand Rapids. Entries, consisting of floor plans, elevations and photographs, will be displayed at the show, which runs concurrently with the state convention of the Michigan Association of Home Builders, March 13-15.

Winners of first, second, and third places will be awarded plaques by the state group. Arrangements for the contest are being made by the Grand Rapids Home Builders Association.

(Continued on page 174)

CONTRACTORS—save money!

**Mix plaster and mortar
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• An investment that will give you better plaster and mortar at far lower costs than old hand methods. Ideal for both inside and outside use. Holds full bag batch of most mixtures.

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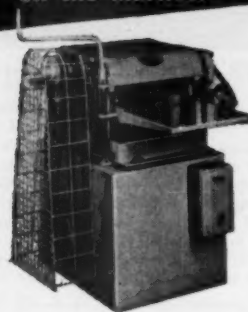
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GIVES YOU THESE EXCLUSIVE FEATURES

- The Lowest Priced 12" Surfacer.
- Full 12 1/4 in. x 6 in. capacity.
- Power feeds at 24 ft. per minute.
- Machined cast iron bed with adjustable rolls—total bed length 42-in.
- Four corner post supports for accurate thickness setting.
- Provides for Grinding and Jointing Knives in the Cutterhead.
- Available with 12-in. Jointer attachment.

Comparison proves Belsaw gives you more Big Planer features than any other 12-in. planer on the market; 3 1/4 inch diameter, round, steel, three-knife cutterhead . . . Precision heavy-duty self-aligning ball bearings . . . All-steel chip-breaker and pressure bar. The Belsaw is so sturdily built that it operates at a feed rate of 24 feet per minute . . . 50 per cent faster than others. Belsaw gives YOU Big Planer Features at LOW COST!

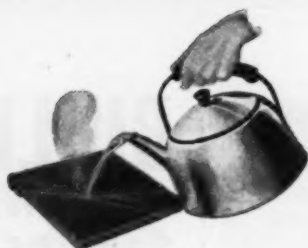
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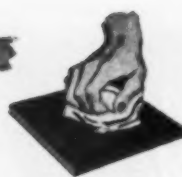
**TILE IS
STAINPROOF**



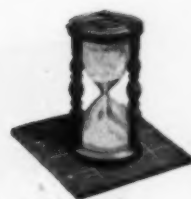
**TILE IS
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**TILE IS
FIREPROOF**



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TILE DEFIES SCRATCHING



GENUINE CLAY

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DEFIES ALL SIX!

Genuine Clay Tile takes the heavy toll of traffic over the years... in kitchens, utility rooms, foyers and recreation rooms... resisting alike the constant wearing action of footsteps or the scratching of a carelessly dragged toy. Clay tile is proof against water and fire and wages a lifetime battle against staining and fading. It cleans like a china dish, paying a constant maintenance dividend. This handsome, *non-critical* building material is worth a fresh appraisal every time you design or build any type of building. Remember—whether it is for modern or traditional styling—clay tile is one of the most versatile materials you can use in designing distinctive color schemes.

The Council of America, Room 3401, 10 East 40th St., New York 16, N. Y. or Room 433, 727 W. Seventh St., Los Angeles, Calif.

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HAMMERS and RAMMERS**



Association News, cont'd

(Continued from page 172)

co-sponsors of the show with the Builders and Traders Exchange of Grand Rapids.

Additional show features will be two home design contests for high school students. Entries for one will consist of plans and elevations, the other actual scale models.

Detroit Builders Hosts To 100 Civic Leaders

Nearly 100 representatives of 36 Metropolitan Detroit municipalities attended the October general meeting of the Builders Association of Metropolitan Detroit to seek solutions to problems currently facing cities and townships because of population increases.

Water and drainage difficulties came up for special discussion, with mayors, city managers, city engineers and other officials participating.

Speaks on "Buyers Market"

"A Buyers Market—What to Do about It" was the topic of a talk by C. J. Filson, kitchen expert of the Duge Distributing Co., at an October dinner meeting of the Home Builders Association of Mahoning Valley, Youngstown, Ohio. Also on the program was A. H. Falace, executive vice president of the Ohio Home Builders Association, who told of recent activities of the state group.

Hear NPA Analyst at St. Paul

A construction analyst for the National Production Authority, Milton E. Guttersen, spoke on CMP regulations at a recent meeting of the St. Paul Home Builders Association. Entertainment was furnished by the Clown and Drum Corps of the Great Northern Railroad.

Hughes Long Island Speaker

R. G. "Dick" Hughes, secretary of the National Association of Home Builders, was guest speaker at a recent meeting of the Long Island Home Builders Institute. Hughes spoke on CMP regulations and mortgage market problems.

What's Ahead for Building?

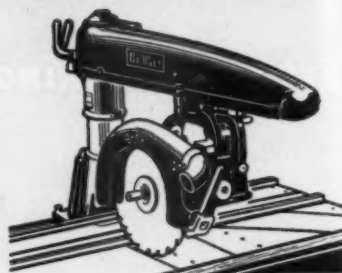
Read what leading builders, lumber dealers, bankers, mortgage men and manufacturers have to say about 1952 in your

January
AMERICAN BUILDER
which also features
over 300 building products with the names and addresses of their manufacturers. Those which will be on exhibit at the NAHB Convention and Exposition in January will carry the numbers of the booths in which the products can be seen.

BUILDERS!

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\$200 PER HOUSE
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DeWALT



Builders everywhere say they save money from cellar to roof by putting DeWalts on the job! This versatile, flexible "builder's saw" is many machines in one. It starts your house — finishes your house — saves you time and money and builds a better house. It's fast, accurate, safe, dependable. Write for catalog! DeWalt, Inc., Dept. AB-12, Fountain Ave., Lancaster, Pa.

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OMAHA
PHILADELPHIA
PHOENIX
PITTSBURGH
PORTLAND
ST. LOUIS
SALT LAKE CITY
SAN FRANCISCO
SEATTLE
SOUTH BEND
TAMPA
TOLEDO

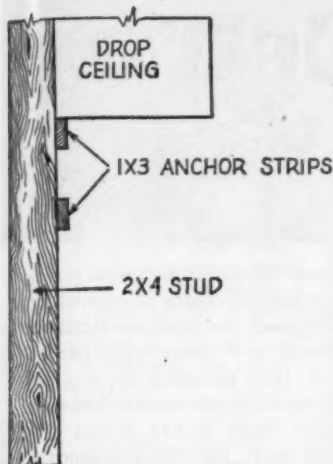
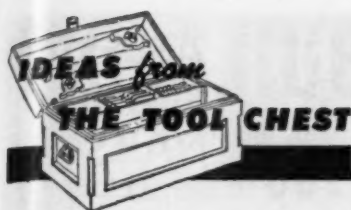
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cost of the job ...
quote the bit-by-bit
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made possible by ABC
low-cost financing.**
You'll close more
deals on the spot,
and for larger
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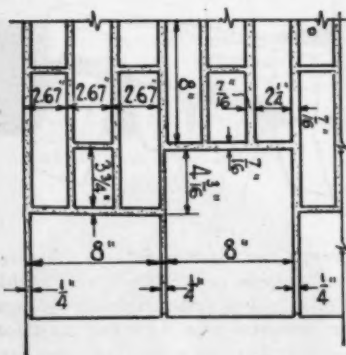
General Office: Box 3428 Terminal Annex, Los Angeles 5, Calif.

AMERICAN BUILDER



How to Attach Kitchen Cabinets to Walls

To make an easier and better job of hanging kitchen cabinet units secure 1x3 inch anchor strips to the studs before lathing and plastering. Position of the strips depends on the size and location of the cabinets. In this manner the cabinet will be anchored to the strips and not to the studs. Strips also act as plaster grounds.—John R. McKeegan, Rayland, Ohio.



How to Lay Stone Quoins with Brick Work

Where a combination of materials such as stone and brick are placed together, it is not necessary to maintain the same thickness to the mortar joint. The preferred method is indicated in the above sketch.—C. D. Robb, Frankfort, Ohio.



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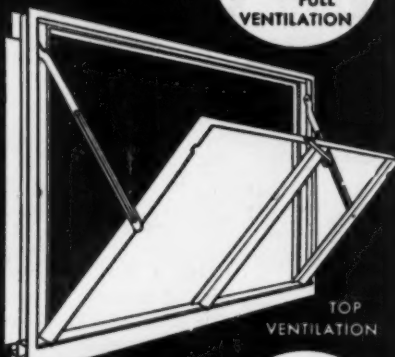
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January 20-24

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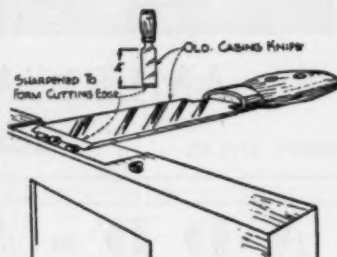
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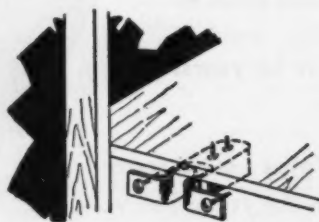
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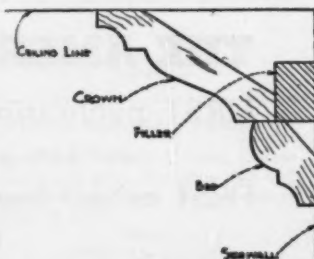
**How to Make a
Special Chisel**

Cut off an old casing knife allowing about four inches of the blade to remain. Sharpen the end of this portion. It will make a fine chisel for small hinges.—M. J. Hiland, Lansing, Ill.



Installing Door Hardware

When installing a spring-type friction catch, place the round head screws in the holes of the male member as shown, and close the door firmly against them. This will clearly mark the location of screw holes.—M. J. Miller, South Williamsport, Pa.



Crown Mould Assembly

Commercial stock mouldings can be assembled in a pleasing manner for interior work as shown.—E. C. Powell, Bowling Green, Ohio.

ASBESTOS SIDING NAILS



Hassall threaded asbestos siding nails are the choice of contractors throughout the country. Made of bronze and steel with plated finish. Note threaded shank which guarantees maximum holding power. Made of #14 gauge wire (.082) in 1", 1 1/4", 1 1/2", 1 3/4" lengths. Advise quantities. Prompt shipment.

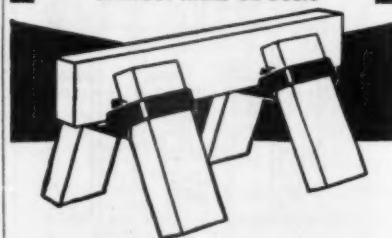
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WITHOUT NAILS OR BOLTS



Saves time for carpenters, painters, paper hangers, contractors, and builders. Also saves trucking and storage space between jobs. Use any 2x4 for legs—2x4, 2x6, or wider for crossbar.

At building supply and hardware stores. Look for the handy display carton. If your dealer cannot supply you, order direct.



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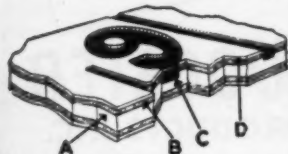
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HANDIER! Longer lived! Better looking! . . . You get everything with Roe Steel Tapes! They're extremely easy to read . . . and stay legible. Black markings are etched into the steel which is then nickelplated to give a lustrous background. An added transparent plastic coating assures maximum durability.



- A — Steel tape
- B — White nickel
- C — Black etched markings
- D — Plastic overcoat

Shown here is Roe Steel Tape #202A with leatherette metal-band case. Other models feature cases in handsewn leather, and in metal-banded leather. All have a reinforced rust resistant liner, flush-folding handle, press button center and roller mouthpiece. Available with 25, 50, 75 or 100-foot tapes; feet in inches and eighths, or in tenths and hundredths . . . also, with unique retractable hook for long one-man measurements.

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JUSTUS ROE & SONS, Inc.

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DECEMBER, 1951



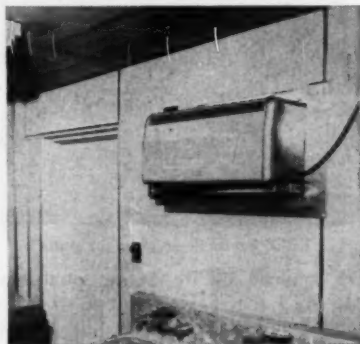
WINDOW FACSIMILE built in concrete block wall houses air conditioning unit

Humidity Problems of Candy Maker Solved by Window Air Conditioner

Faced with a serious humidity problem, a New York candy manufacturer found the solution in a window-type air conditioner, installed through a facsimile window built into the outside wall.

The Glendale, Queens, plant of B. T. Graver, housed in a converted garage building, had been plagued by a high humidity during the spring and fall (it is closed during July and August), since operations were started in May, 1949. The candy became sticky, losing its gloss, shape and body, and the cookies and nuts became soggy. Cutting and packing were extremely difficult and storage hazardous.

Conventional installation of a window-type conditioner was precluded



INSIDE VIEW of window-type unit

by the location of the only two windows, on the street side, close to the sidewalk line and about five feet above the ground.

To overcome the problem, a facsimile of a window frame was built into an opening in the 10-inch concrete block side wall and a $\frac{3}{4}$ -ton United States Air Conditioning Corp. window unit installed. Adjustable louvers permit the flow of cooled air toward the area where most of the candy is stored.

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Look for SPOT SASH CORD

SOLID BRAIDED COTTON — Highly resistant to wear

MINIMUM STRETCH Assures lasting balance

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copperized
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told about it
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It's easy to get rid of wet walls and cellars with COPROX. Many leading builders, architects and engineers swear by it.

COPROX is easy to apply. Lasts for years. Costs approximately \$35 for materials in the average house. Supplied in decorative buff, grey, green and rose as well as white. Builders report COPROX costs them approximately 6¢ per square foot for labor and material to apply... cheaper than painting, as a matter of fact.

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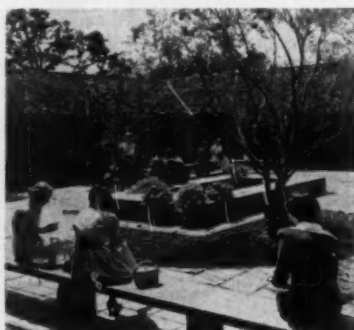
ENTRANCE to Sunset Building, showing adobe wall, hand-split shakes, hand-carved door

Publishers Work in Informal Environment Which They Write About

A new high in editorial authenticity can well be claimed by a California publishing firm. . . . Its staff not only writes about the advantages of informal indoor-outdoor "Western living" but does its actual writing from such an environment.

The firm, Lane Publishing Co., publishers of Sunset Magazine and Sunset Books, has just built and occupied a 30,000 square foot, \$500,000 hacienda-like plant at Menlo Park, 30 miles south of San Francisco. Prior to the move, its editorial and business headquarters had been a building in downtown San Francisco.

The idea behind the new quarters



FREE TIME is enjoyed in patio

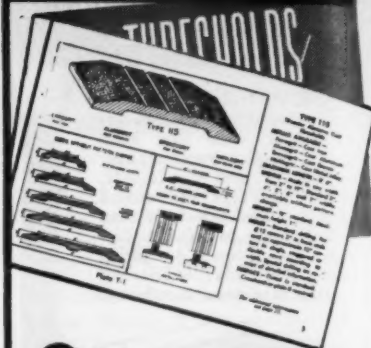
is summed up by Sunset publisher L. W. Lane: "Here we can work in surroundings related to the things we write about—gardening, cooking, Western home styling. We have freed ourselves of hurly-burly metropolitan living and working conditions. That means we'll get along better, think straighter, and be happier doing our interpretive job."

Designed by Cliff May of Los Angeles, well-known for his California ranch-type homes, the single-story publishing plant is planned like a home. "Living rooms" (editorial and executive departments) are in one section away from the highway; the functional quarters (warehouse, subscription and accounting rooms) are easily accessible from the highway.

THRESHOLDS

New 24 page handy reference book prepared to suggest the correctly engineered answer to your threshold requirements.

A request on a post card will bring you this "Thresholds by Wooster" booklet free. Those concerned with threshold applications will appreciate its useful convenience.

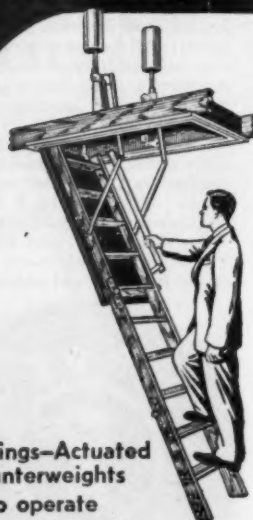


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- Requires no attic space
- Shipped in one package

Write for full information

PRECISION PARTS CORP.
Nashville 7, Tennessee

AMERICAN BUILDER

The site is an oak grove bordering a creek.

Higgins and Root of San Jose were the architects, Howard J. White, Palo Alto, general contractor.

Generous use was made of native materials—adobe walls, hand-made floor tile, hand-split redwood shakes, exposed redwood beams, re-sawed redwood paneling and hand-wrought iron fixtures. These materials are



PLAN is like super-size ranch home

blended with modern facilities which include picture windows, indirect lighting, radiant floor heating, sliding steel sash and textured acoustical ceilings.

One wall of the 44x56-foot main lobby is completely of glass, with an excellent view of lawns, gardens and trees and hills in the distance.

The executive wing to the right of the lobby contains the publisher's office with rough-cut redwood plank interior walls, exposed redwood beams and adobe fireplace; the home economics department with a complete modern kitchen and serving



PROBLEMS are aired in outdoor surroundings of the roomy barbecue area

room; and a large conference room. A high-roofed outdoor barbecue, with radiant heated tile floor, faces lawn areas to the rear of this wing.

To the left of the entrance are the editorial and art departments and the book publishing headquarters. Accounting, subscription and mailing rooms are also located in this wing, which forms a quadrangle around a patio.

The editors' offices are separated by translucent glass partitions and face the patio. The entire editorial department has a broad view of lawn, trees and gardens; its west wall is built in the form of angular bays, with windows from desk height to ceiling.

Four acres of the seven-acre Sunset building are in lawn.

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180



DE LUXE kitchen-laundry, with sliding doors open, merges with barbecue terrace

Kitchen-Laundry Designed For Indoor-Outdoor Use

This indoor-outdoor kitchen-laundry, designed by the General Electric Co. for Los Angeles' J. J. Seagram Post of the American Legion, was displayed during the legion's national convention in that city in October, 1950. A comparable kitchen, donated by the Post, was given away as a part of the convention program.

Both the kitchen proper and the outside terrace have cooking facilities and can be used separately or jointly. Sliding glass doors separate the two areas.

Appliances incorporated into the 24x13-foot room include a combination refrigerator-home freezer, a dishwasher-sink with a garbage disposer, push-button range, an auto-



U-SHAPED kitchen is separated from laundry by cooking-dining peninsula, right matic washing machine, dryer and flatplate ironer, the necessary small appliances and a 16-inch television receiver.

The room is divided into two sections by the cooking-dining peninsula, which consists of range, breakfast bar, dining table and chair. On one side is the U-shaped kitchen, on the other the laundry and freezer.

Because the laundry also serves as the living and dining area, the washer, dryer, ironer, freezer and cleaning appliances are concealed in a storage wall. When the appliances are not in use, five wood doors are pulled across to form a smooth wall. The doors can be slid back individually.

Above the appliances and also con-
(Continued on page 182)

SUPERCEDAR

**Brown's
RED CEDAR CLOSET LINING**

**Guaranteed
90% RED HEART 100% OIL CONTENT**

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please state or position

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AB 12-51

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Timely, accurate, comprehensive construction news service

(Continued from page 180)

cealed by the sliding doors are large closets for storing laundry, cleaning, freezer and gardening supplies and other items. The television set is also in one of these closets, directly opposite the dining table.

Other unusual features of the room are a soda fountain built into the end



LAUNDRY SIDE of center peninsula, showing appliances in storage wall

of the breakfast bar and a rolling table—especially designed for terrace service. The table has a drawer for cutlery, a dish shelf, a bin for glasses, a condiment rack and a laminated cutting board for routine kitchen use.

Steep Roof Problem Solved By Lightweight Aggregate

Because of its steep pitch, the roof of the United Presbyterian Church,

Rock Island, Ill., required a concrete mixture with a minimum of water to prevent sliding. Another requisite



INSTALLING CONCRETE aggregate roof on church in Rock Island, Ill.

was that it provide sufficient insulation. A satisfactory solution was found in perlite concrete aggregate.

The roof is of precast concrete slabs, wood-lathed with sleepers 16 to 24 inches O.C. Stripping is spaced approximately two inches apart and 2½ inches of concrete is poured between the lath strips. The mix was six cubic feet of the aggregate to one bag of cement and approximately 12 gallons of water.

The contractor was B. Robinson and the architect, R. C. Sandberg, both of Rock Island.

Copperweld WALL TIES
—THE ONLY PERMANENT, HIGH-STRENGTH TIES FOR CAVITY WALLS

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NO OTHER HIGH-STRENGTH TIE HAS THIS SAFETY FEATURE

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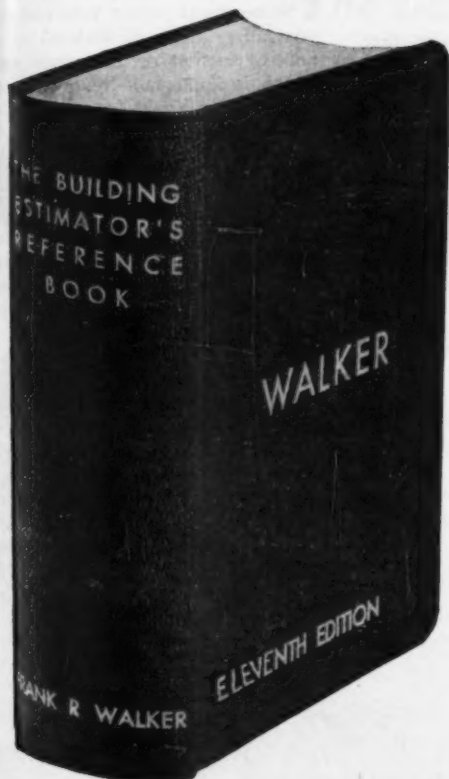
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By Frank R. Walker



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Home Buyers Get Breaks Under New Tax Law

Home owners receive breaks not available to non-home owners with Congressional enactment of the multi-billion dollar revenue tax measure, the National Association of Home Builders reports.

The association points out that even though Federal income taxes are increased sharply by this second biggest tax boost in history—almost \$6 billion—some tax savings are possible through real estate tax and mortgage interest payment deductions, as well as modifications of the capital gains tax.

Substantial savings may accrue to most home owners because real estate taxes and mortgage interest payments are deductible when figuring Federal and state income taxes, NAHB says.

For example, interest payments on a 25-year term \$8,000 mortgage at 5 per cent interest amount to approximately \$400 annually during the first few years after a home purchase. This figure is an authorized deduction.

With the new tax increases, the margin of benefits to home owners will rise. As the buyer builds up

equity in property, interest amounts paid are reduced accordingly.

Such income tax savings will continue as long as interest and real estate taxes are deductible, and consequently the home buyer-owner receives more benefits than other taxpayers in this respect, NAHB says.

Some states permit veterans to deduct all proceeds of Federal or state bonus, pension or insurance money which is applied on real estate purchases. New York, for example, permits exemptions up to \$5,000.

Tax Modifications

Another break for home owners in the new measure lies in capital gains tax modifications. Profits a home owner makes in selling his residence will not be taxed if that money is reinvested in another personal dwelling within a year.

This new exemption covers home sales since December 31, 1950, and will save tax paying home owners an estimated \$112 million annually.

Elimination of the capital gains tax on reinvested home profits reflected a broadening of the House and Senate bills by the Congressional Conference Committee. Exemption can now be claimed if new house construction is started in a
(Continued on page 186)



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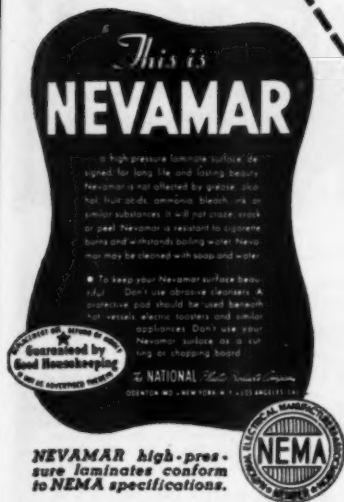
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Very truly yours,
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ments—levels, transits,
theodolites, etc.

311 W. Court St., Milwaukee 12, Wis.

(Continued from page 184)

year or completed within 18 months after sale of the old one.

A home seller, under the old law, paid tax on half the gain realized from the sale. For most persons the tax is at regular income tax rates. Higher income brackets have paid an alternative capital gains tax of 50 per cent on half the profits of such a sale.

Numerous hardships resulted from such taxation, mainly because of increases in real estate values during recent years. Where an owner sold his house, to move to another city for example, he was taxed on the "paper profit" made from the increased value, even though the profit was reinvested in a house no better than the one sold.

Thereby a 1940-purchased \$10,000 dwelling bringing \$15,000 in 1951 results in a \$5,000 gain, half of which was taxable. The new changes call for no such tax if the owner reinvests the entire \$15,000 or more in another home within a year. Should he buy one for less—say, \$14,000—he must pay tax on \$500, half of the \$1,000 profit not reinvested.

Hardwood Flooring Output Up 12% from 1950

Northern hard maple, beech and birch flooring production for the first nine months of this year totaled 48,303,000 feet, an increase of 12 per cent over the same period in 1950, according to the Maple Flooring Manufacturers Association.

Reports from member and non-member mills, located in Wisconsin, Michigan, Ohio, Illinois, Pennsylvania and New York, indicated that production will continue at current levels through the fourth quarter of 1951. Although new orders declined in recent weeks, there is a good-sized backlog of unfilled orders to be shipped before the first of the year, the association said.

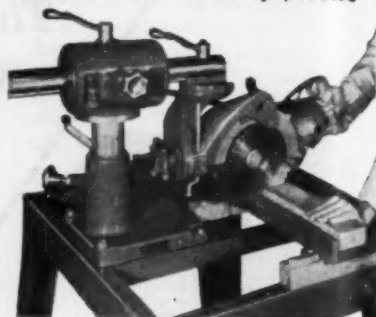
Study Human Comfort in Heating, Cooling Lab

A new "Environment Laboratory," to be used to study human comfort in heated and cooled indoor spaces and to develop data for the design and installation of panel heating and cooling systems, has been opened by the American Society of Heating and Ventilating Engineers.

The laboratory is a large room in which the temperature of all room surfaces and portions of each surface can be controlled separately so that it is possible to simulate a variety of combinations of cold and warm walls, windows, floors and ceilings.

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Comet Radial Arm only \$160.00*



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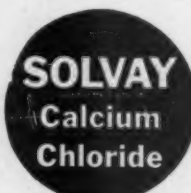
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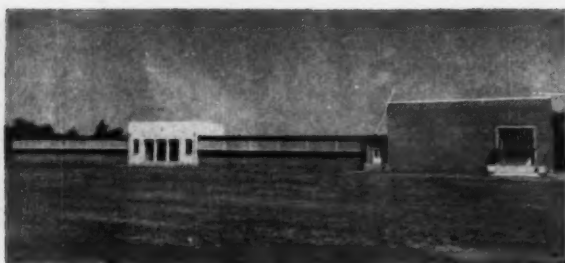
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FIREPROOF BUILDING serves Negro grade school children in Florence, Ala. Auditorium (right) is used by entire community

Well-Planned School Serves Negro Community

Builders:

Bigbee-Morris Construction Co.,
Tusculum, Ala.

Architects:

Thomas R. Turner and Allen M. Northington,
Florence, Ala.

The W. C. Handy elementary school, just completed in Florence, Alabama, not only provides thoroughly modern school facilities but also serves as a community center for the city's largest Negro section, Handy Hill. The section is the birthplace of W. C. Handy, famed composer of "St. Louis Blues," "Memphis Blues," and other songs.

Cost of the one-story, U-shaped building, located on a

15-acre tract, was \$256,000, or about \$8.20 per square foot. Measuring 316 feet across the front, with wings 138 feet long, the school contains 14 classrooms, a reception room and principal's office, private offices, a book storage room, teachers' lounge, 500-seat combination gymnasium and auditorium, a cafeteria and a kitchen.

The auditorium, which is used for community as well as school affairs, is located at the end of the east wing and can be completely closed from the rest of the building.

Details of Construction

Exterior load-bearing walls are face-brick with a backup wall of structural clay tile. The main entrance is

(Continued on page 190)



AUDITORIUM SEATS 500, has a hardwood floor with full-size basketball court. Stage, 24-feet deep, has storage and dressing rooms on each side. Cafeteria is also in this wing, making a compact community unit

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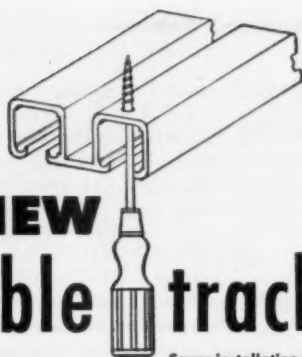
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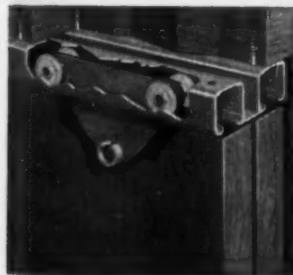
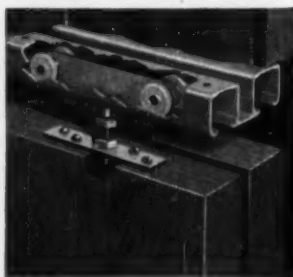
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Series 600. Has newly designed adjustable hanger providing convenient means of aligning door to side jamb. Allows 1/2" vertical adjustment.



Series 650. Has exclusive expansion-sleeve mounting plug requiring minimum of headroom... only 1". Acceptance of this feature is proven by world-wide demand.



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3. APPLYING INSULATION to trailer walls is done better and faster with Bostitch T5 tackers. Builders enjoy the same benefits.

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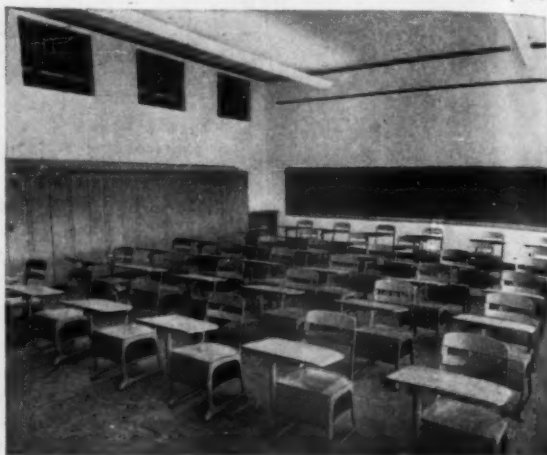
Well-Planned School—

(Continued from page 188)

framed in cut Alabama limestone, and will be flanked by plantings.

The floor is a 2½-inch-thick concrete slab supported by precast concrete joists. Underneath is a crawl space, three feet deep, containing steam and water pipes. Floor finish is green asphalt tile.

Roof construction is of steel bar joists, two feet on center, that span from the exterior load-bearing wall to the corridor load-bearing wall. The joists support a structural slab of vermiculite insulating concrete, four inches thick, 1:4 mix (one part portland cement to four parts



TYPICAL CLASSROOM (all are 24 feet wide, 31 feet deep). Movable desk-chairs permit flexibility in seating arrangements



AERIAL VIEW shows school's central location in section it serves

vermiculite concrete aggregate), on paper-backed wire mesh. With the lightweight concrete, structural steel needs were reduced and insulation and fireproofing obtained. The slab is covered with a 20-year bonded built-up roof of pitch and gravel.

To fireproof the steel roof construction, vermiculite plaster was applied over expanded metal lath. Elsewhere it was applied directly to the masonry. Interior partitions are cinder block, plastered. Corridor partitions have pale green glazed tile wainscoting. Black glazed tile was used for trim. All ceilings are acoustically treated.

Class room walls are virtually all glass from sill height (three feet above floor) to ceiling. Directional glass block ventilating sash was used, admitting ample light while excluding direct sunlight and glare.

The heating system is steam with wall-hung convector radiation.

The school accommodates 500 children from Grade 1 to 6. Present enrollment is 360.

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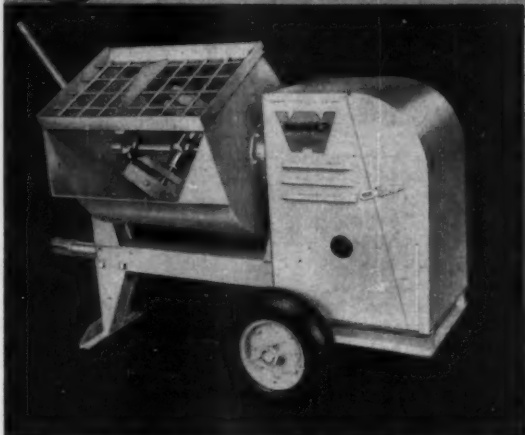


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| 1 ADJUSTABLE TRIPLE ACTION MIXING HOES | 4 HEAVY-DUTY ELECTRIC WELDED FRAME |
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| 3 SELF-ALIGNING-SELF LUBRICATING SHAFT BEARINGS | 6 ONLY 29" WIDE-TO GO THROUGH NARROW DOORWAYS |



EXCLUSIVE CMC "TRIPLE HOE" ACTION

Adjustable scraper blades turn materials back and forth into triple hoes to give thorough end to end, over and under mixing action.

CONSTRUCTION MACHINERY COMPANIES • WATERLOO, IOWA



"Glass block panels for garages are standard with us"

says a typical builder

"When we put in a panel of Insulux Glass Block®, we know it will give a lifetime of trouble-free service. We know the garage will be lighter and more private . . . that outsiders can never tell what's stored inside."

Light and privacy are only two of the many advantages of glass block. A panel can't rust or rot; never needs repainting or repainting. Insulux panels are sound, weathertight, insulating; make a difficult entry for thieves.

Supplies of Insulux Glass Block and all of the installation materials needed are non-critical and immediately available in quantity. Installation is simple and quick—in new construction or old—requires only ordinary mason's tools.

Get all the information about this use of Insulux Glass Block. Write: Insulux, Dept. AB-12 Box 1035, Toledo 1, Ohio.



INSULUX

"WALLS OF DAYLIGHT"

—by the leaders of Daylight Engineering

INDUSTRY BRIEFS

Election of **Harry E. Haseltine** as vice president in charge of marketing of **Copco Steel & Engineering Co.** has been announced by Robert Carnick, board chairman. Haseltine, who served with a metal window manufacturer for 35 years as an advertising-sales executive, is a member of the Producers' Council and an associate member of the National Association of Housing Officials.



Haseltine

In an organizational change at **Sargent & Company**, **Roy Salaman**, advertising manager for past five years, was named director of advertising and sales promotion. He will direct the overall advertising - promotion program and be in close touch with field activities, special promotions and advertising, and sales training. **Theodore E. Orban**, former art director, was appointed advertising manager.



Salaman

The **Wood Conversion Co.** honored 31 of its 25-year employees at a recent banquet in Duluth, Minn. A 25-year club was organized at the meeting. **E. W. Davis**, president of the firm, and **D. M. Pattie**, vice president and general manager, spoke at the meeting and made service awards.

The **Nicholas Wire & Aluminum Co.** has announced the opening of a southeastern division sales office in Atlanta and appointment of **Walter Walsh** as sales manager. Walsh was formerly assistant to the president of Kaiser Industries, Washington, D. C. He was also with Owens-Illinois Glass Co. as sales representative.



Walsh

Appointment of **Ralph S. Brennan** as New York branch sales manager has been announced by **Burnham Corp's Boiler Division**. Well-known in the heating industry, Brennan was associated with Richardson and Boynton for many years as New England sales manager. Before joining Burnham, he was assistant sales manager of Spencer Boiler Co., a division of Avco Corp.

Get more concrete per wage dollar!

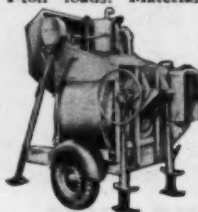
—with JAEGER 3½-S "Auto-Loader"

Mixes 12 to 15 more yards a day than other ½-bag mixers—because, while one batch mixes, you load the next. Open the hopper gate and in it goes—shaken in fast and clean. No waiting. Minutes saved. Dual-Action mixing drum is just like big Jaeger mixers—for high-strength concrete and fast discharge. Accurate water tank.



Cut placing costs with JAEGER Hoist Tower

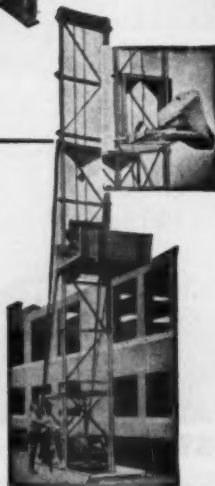
Goes to jobs on truck or transporter. Assembles on the ground in a couple of hours. Its 17-hp hoist raises it to 37, 47, 57, 67 feet. Hoists 1-ton loads. Material platform is 5'6" x 5'9" and there's a ½-yard concrete bucket—automatic discharging. Saves time. Saves waste of wooden towers. Eliminates hoeders. Places materials faster, safer, cheaper.



Also 6-S, 11-S and 16-S Power Loader Mixers.

THE JAEGER MACHINE CO., 521 Dublin Ave.

Columbus 16, O. • Distributors in 153 Cities of the U.S. and Canada



AMERICAN BUILDER



Coronado with Window Wall

the answer for '52

only a gunnison dealership
offers you so much



Catalina

Gunnison Homes INC.

UNITED STATES STEEL CORPORATION SUBSIDIARY

NEW ALBANY, INDIANA



Coronado with Window Bay

interim financing. The Gunnison Plan of Interim Financing includes the complete cost of the Home Package, plus additional cash. This plan is available to all qualified Gunnison Dealers.

sales promotion aids. A variety of aids are available to all Gunnison Dealers.

participation advertising. Participation Advertising Campaigns are announced frequently to enable Gunnison Dealers to avail themselves of a steady backlog of sales.

FHA - VA financing. Gunnison Homes are eligible and qualify for FHA Insurance and VA Guaranty.

variety of elevation. The Champion, the Coronado and now the new Catalina. The most complete line of Homes in the Home Building Industry. The Gunnison Product Line offers a multitude of elevation, model and floor plan combinations. For the first time in the low priced field there is an "L" Shaped Home, the new Catalina.

most complete package. Your material shortage problems are shifted to other shoulders when you are a Gunnison Dealer. You become the beneficiary of a mass purchasing program which is unparalleled in the home building field.

quality, strength and durability. Quality is there for all to see. Strength and durability have been proven throughout the last seventeen years as the Homes have withstood the ravages of time, flood, weather and fire.

wood paneled interiors. All Gunnison interiors are in Wood Paneling with the famous Mellow-Tone finish. This means no costly delays due to labor and material shortages. An Owner of a Gunnison Home is presented with luxurious interiors which are dignified in their beauty and trouble free in their maintenance.

technical assistance. A complete liaison is maintained between the Gunnison Dealer and Gunnison Homes, Inc. The vast facilities of the entire Gunnison Organization are available where and when you need them.

prompt delivery. Regardless of your requirements for Home Packages, you know that you have but to pick up a telephone or drop an order in the mail to obtain rapid delivery. By the time you get your foundations ready the Homes will be there.

rail or truck shipment. Gunnison Dealers have their choice of rail, or truck shipments delivered to their building site.

franchised dealerships. Gunnison Dealers operate on a franchised basis in a specified territory.

Gunnison announces an "L" shaped home!

Out of tomorrow, GUNNISON brings you their latest . . . the Catalina . . . to take its place along side the new '52 series of Coronado and Champion Homes! All GUNNISON HOMES are designed to sell in the \$7,000 to \$12,000 price range . . . America's mass market!

Fresh design and expert planning make all GUNNISON HOMES ideal for project building . . . many elevations, models and floor plans . . . and the only "L" SHAPED home in its price range! These homes feature Quick Erection, High Quality and Strength! They are delivered to the building site complete, except for plumbing, wiring and masonry work.

Here are the homes of tomorrow—your's to sell today! Sell the best—sell GUNNISON!

Investigate the possibility of including GUNNISON HOMES in your building program! For more complete information, write Dept. A-20, GUNNISON HOMES, Inc., New Albany, Indiana.

"Gunnison", "Champion", "Coronado" and "Catalina"—trademarks of Gunnison Homes, Inc.

Redwood in the News

Today when more plans specify redwood exteriors than ever before, the California Redwood Association announces a new redwood data sheet, "Exterior Finishing Treatments."

Here is what you need to know about paints, stains, clear finishes and bleaches on redwood siding and fences. Here, too, are suggestions which can

help you take advantage of the beauty, stability, and durability of redwood lumber.

"Exterior Finishing Treatments" will be sent to architects, builders, contractors and lumber dealers. Write the California Redwood Association, 405 Montgomery Street, San Francisco 4, California.



THE DEMAND IS FOR **CRA** REDWOOD!

Your customer wants Redwood he can trust—stock he can count on to give him the fine performance Redwood is capable of giving! And that means grade-marked, trade-marked, Certified Dry Redwood—accurately graded, uniformly milled, properly seasoned.

The demand is for dependable CRA Redwood—so why gamble? Feature CRA Redwood—the Redwood you can be sure of—the Redwood processed by these reputable member firms.

CALIFORNIA REDWOOD ASSOCIATION MEMBERS:

ARCATA REDWOOD CO. • COASTAL PLYWOOD & TIMBER CO. • HAMMOND LUMBER CO. • HOLMES EUREKA LUMBER CO. • NORTHERN REDWOOD LUMBER CO. • THE PACIFIC LUMBER CO. • ROCKPORT REDWOOD CO. • SIMPSON LOGGING CO. • UNION LUMBER CO. • WILLITS REDWOOD PRODUCTS CO.

INDUSTRY BRIEFS

Establishment of the **W. J. Carney Timber Co.**, Chicago, has been announced by **William J. Carney**, third generation of the family engaged in the lumber business since 1870. The new firm will supply lumber, plywood and wood products on a wholesale basis. Carney, a Princeton University graduate and World War II veteran, is a former sales manager for the Edward Hines Lumber Co., Chicago.



Carney

Harry H. Fair of San Francisco was elected chairman of the board of **Caterpillar Tractor Co.** at a recent directors meeting. He succeeds C. L. Best, who died in San Francisco September 22. Elected to the board was A. H. Brawner, president of W. P. Fuller Co., San Francisco, glass and wallpaper firm. Fair's connection with the tractor business began in 1918 when he became a director and stockholder in the Best Tractor Co., one of the Caterpillar constituents.

Roderick H. Clarke has been named sales manager of the **White Motor Co.'s** Sterling division, Robert F. Black, company president, has announced. Before joining White, Clarke was assistant to the president of the Autocar Co.



Clarke

Prior to 1940-1946 service in the Army Ordnance Department, he spent six years with the Northern Pacific Transportation Co. He is a Montana State University graduate.

William V. Shakespeare has been appointed sales manager of the Thor export sales division of **Independent Pneumatic Tool Co.**, E. R. Wyler, company vice president and division director, has announced. Shakespeare, former All-American football player at Notre Dame University, has been a field engineer for the export division for 15 years. His new position places him in supervision, with Wyler, over Thor export branches and subsidiaries in Belgium, South Africa, South America and Mexico.

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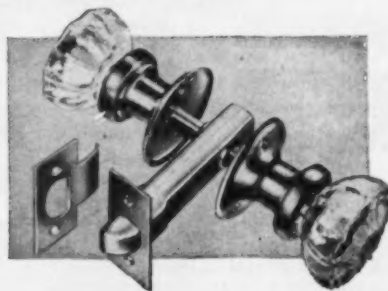
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SHURLOK GLASS KNOB BEDROOM OR BATHROOM SET...a "smart looking" member of the new Shurlok line featuring sparkling beauty, lifetime quality, economy and sensational new style construction.

A TEGCO GLASS KNOB WILL NEVER LET YOU DOWN!

*There once was a fellow named Zeke,
Who had hung like this for a week.
But instead of being ended, his life was extended,
For TEGCO GLASS KNOBS are unique.*



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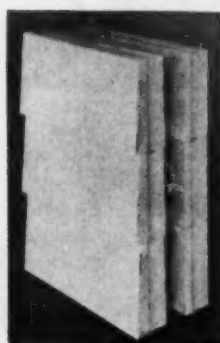


TEGCO TUBULAR GLASS KNOB SET features unexcelled "Sales-Appeal," quality and distinction... The world's largest selling knob style.

DECEMBER, 1951

195

Concrete Blocks, Clapboard Style



CLOSE-UP of block, showing 2 1/2" air space

A type of concrete block construction with the architectural lines of the traditional clapboard frame house has been developed by a Barton, N.Y., man.

The inventor of the block, Victor Burkard, first got his idea while searching for a sturdy, economical material from which to build a chicken coop. He perfected the system by constructing blocks from individual molds, has since developed a machine capable of carload lot production.

Features of the construction are the clapboard finish, the continuous 2 1/2-inch air space for insulation, and the finished interior walls that are plastered or papered without furring up.

The guinea pig of Burkard's method is his own 6-room home on a hillside west of Barton, completed in January 1946. In that year, without the aid of outside advertising, more than 1,000 persons visited the house.

Tests during the past five years indicate that the home has low heat loss and high insulating qualities. It is fireproof, termite proof, and has had low upkeep costs.

The shallow concrete blocks are tied together with three Z-shaped, galvanized steel rods imbedded in the concrete. Each of the blocks is tongued and grooved. When mor-



"CONCRETE CLAPBOARD" home of Victor Burkard, Barton, N.Y., whose blocks have 1/2-inch bevel on front to give clapboard effect

tared together for construction, they are self-aligning. The interior block is faced straight while the outside block is manufactured with a 1/2-inch bevel which gives the 8-inch clapboard facing.

Wall construction using the blocks is done with one mortaring operation; the 2 1/2-inch air space is filled with a vermiculite insulating material. The individual blocks are 7 3/4 inches high, 15 3/4 inches across the top, including air space. Weight of the concrete blocks is 48 pounds; cinder blocks weigh 36.

Interior decoration is finished by applying a thin coat of plaster, vapor-sealing with two applications of aluminum paint and decorating with paint or paper. The outside is given a coating of cement and water. It is then ready for paint.

MODEL R-520

complete kitchen in 27 1/2"

Complete 48" Kitchen-With-Oven

MODEL S-550

L & K 27 1/2" KITCHEN... Complete 27 1/2" kitchen unit combines 4 cu. ft. refrigerator, sink, drainboard, storage drawer, and 3-burner gas range adjustable to natural, manufactured, or bottled (L.P.) gases. Model R-520 also available with 3 electric burners for 220 v., or 2 electric burners for 110 v. "plug-in" use. 5 year guarantee.

L & K 48" KITCHEN... For the first time here's a 48" kitchen complete with oven—made possible by combining any 20" apartment range with General's L & K Kitchen, Model S-550. Has 4 cu. ft. refrigerator, storage drawer, and features a one-piece 12 x 16 inch porcelain sink-back splash-drainboard. 5 yr. guarantee.

COOK ON YOUR REFRIGERATOR

GAS-ELECTRIC GENERAL CHEF. Combines electric refrigeration with cooking top, gas or electric (110 or 220 v.). Requires only 4.1 sq. ft. of space. 5 year guarantee.

L & K 27 1/2" KITCHEN... Complete 27 1/2" kitchen unit combines 4 cu. ft. refrigerator, sink, drainboard, storage drawer, and 3-burner gas range adjustable to natural, manufactured, or bottled (L.P.) gases. Model R-520 also available with 3 electric burners for 220 v., or 2 electric burners for 110 v. "plug-in" use. 5 year guarantee.

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Send Today for Complete Data Files on our full line of L & K line kitchens, general cooking-refrigeration combinations and space-saving refrigerators.



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NATIONWIDE SALES AND SERVICE

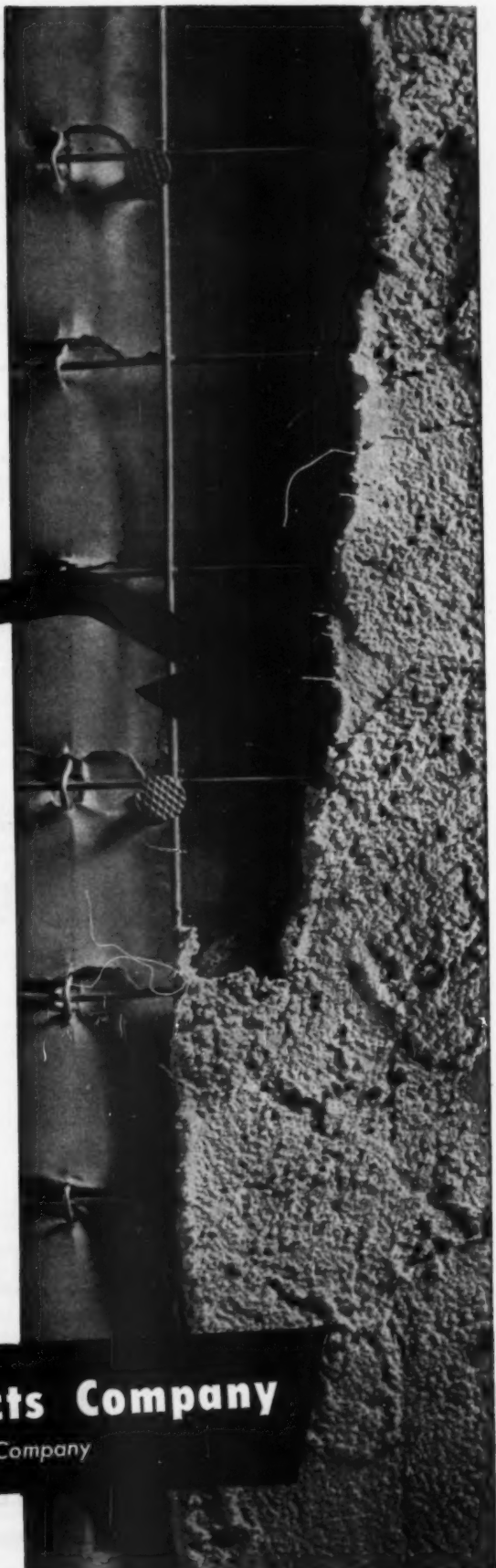
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**See how tough
welded-wire
Pittsburgh
Steeltex
bites deep into
a stucco slab**

Look closely at the actual-construction photograph. Notice that the Steeltex mesh is heavy, and the galvanized wires are welded together for greater rigidity. This provides positive protection against later distortion by actually strengthening the entire wall. Notice also the tough, double-ply waterproof backing. This not only protects the structure, it assists proper curing of the stucco slab. Steeltex backing and mesh are applied in one operation, thus saving money. For further good reasons for specifying Steeltex, see Sweet's or write for catalog D.S. 131, Dept. AB, Pittsburgh Steel Products Co., Grant Building, Pittsburgh 30, Pa.

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four top "musts" in any builder's kit **STANLEY TOOLS**

On almost any job you can think of you'll need these basic tools. And like all Stanley Tools, they're designed to help you do a better job. You'll find them in the tool kits of builders everywhere. See the complete line at your dealer's.

Stanley Tools, New Britain, Connecticut



Stanley No. 51 1/2 Nail Hammer. Most popular of all Stanley hammers. Super-heat-treated head for toughness. Uniformly beveled claws pull even headless nails.

Stanley No. 5 Jack Plane. Favorite of 9 out of 10 woodworkers. Adjustable for coarse or fine work.

Stanley No. 106 "Zig-Zag" Rule. Easy to read, six-foot, white finish rule. Solid nickel silver "ball-socket" joints, rust-resistant, long-wearing.

Stanley No. 923 Bit Brace. Easy action. All-steel box ratchet. NEW self-centering chuck. Universal jaws. Ball bearing head.

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HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

Tells How Sun's Heat Warms Farm Buildings

Recent developments in farm building planning make it possible to use the sun's energy in winter for additional warmth in animal shelters, members of the Pacific Northwest section of the American Society of Agricultural Engineers were told at a meeting in Moscow, Idaho.

Heat potential from the winter sun may be as much as 200 B.T.U.'s per hour per square foot of glass area on a clear day in January in the northern part of the country, according to W. Everett Eakin, director of farm research for Libbey-Owens-Ford Glass Co., speaker on window planning for farm buildings.

To take advantage of the warmth from the winter sun, Eakin said, farm structures should be well insulated, have proper ventilation and have large areas of insulating glass facing directly south. He suggested roof overhangs to shut out the sun during the hot summer months.

Farm building windows in the past have been too small, have frosted over during cold weather so that sufficient sun energy could not get into the building to provide the desired warmth, according to Eakin, and usually the windows were not

placed properly in relation to the sun's position in the sky in winter.

Application of a special grade of insulating glass to farm buildings has made practical the adoption of the solar principle of heat to farm buildings, Eakin said. Double glazed windows made from two lights of polished plate glass with a sealed pocket of dry air for insulation have been used in residential and commercial buildings for more than a decade, Eakin said, and recently Libbey-Owens-Ford's Thermopane has been made available in standard sizes for farm buildings in a more economical heavy sheet glass.

In addition to providing warmth for the comfort of livestock and poultry, the energy of the sun can also be used in taking surplus moisture out of the building, the engineers were told. Since warmer air will carry more moisture than cold, the added warmth increases the efficiency of the ventilating system in reducing relative humidity within the building.

New solar-type animal shelters at the University of Minnesota, Michigan State College and Pennsylvania State College will make possible additional studies on the use of solar energy in livestock buildings. Further research is needed, Eakin said.

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AT ONCE TO LUMBER DEALERS

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TRIPLE SEAL
COMBINATION SASH BALANCES
AND SPRING BRONZE METAL
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WINDOWS AND DOORS

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1940 FUMES-OIL

8 gals. fuel 8 hours
20¢ per gal \$1.60
labor to refill \$1.00
cost \$2.60

1951

FIGURE A WINTER'S SAVING

ROBERT'S PORTABLE HEATER \$1 per day (8 hours)

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The Lorenz Equipment Co. 547 West Rich Columbus 8, Ohio	Hooper Equipment, Inc. 1256 S. State St. Syracuse 3, N.Y.	NEW JERSEY	PENNSYLVANIA
Zanesville Supply Co. South Zanesville, Ohio		H. J. Zoubek Co. of Hillside, N.J. Hillside, N.J.	Johnson & McIntyre, Inc. 54 Phillips St. Sharon, Pa.
The Bodo Finn Co. 2650 Spring Grove Avenue Cincinnati 14, Ohio	MARYLAND	MICHIGAN	
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IN-STA-HEET, THE MAGIC FUEL, raises room temperature 50 degrees in 20 minutes. Very simple to operate—turn valve, light match and you have heat INSTANTLY. Unit with 25-ft. hose with check valve in the hose (if the hose is ever cut it shuts off automatically). Every part in the manufacture of this unit is UNDERWRITER'S APPROVED. All tanks are ICC approved. Absolutely fool-proof. All units are sold on a money-back guarantee, with a 30-day trial period. TRY IT—USE IT—TEST IT.

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THE PORTABLE HEATER CO.
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Enclosed you will find a check (or money order) in payment for the items checked on this quick delivery form.

HEATER, Complete with tank \$89.95
Plus cost of fuel

IN-STA-HEET FUEL, Per tank \$ 2.75

EMPTY TANKS FOR FUEL, each \$25.00

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AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER

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LARGEST

Compare all 3 -

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Term sub. in bulk	81.55					
MAGAZINE OF BLDG.	62.33	7.97	72,322	68,445	3,877	695

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JUNE 30, 1951

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at LOWEST PAGE RATE

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- More Builders pay to read AMERICAN BUILDER than any other building magazine.
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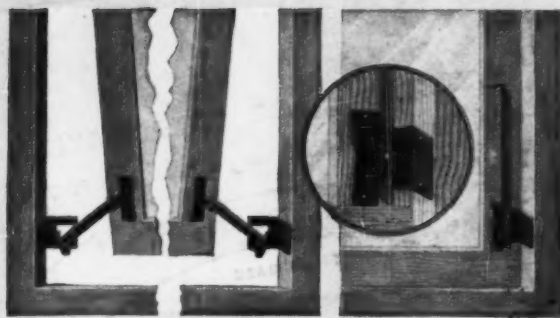
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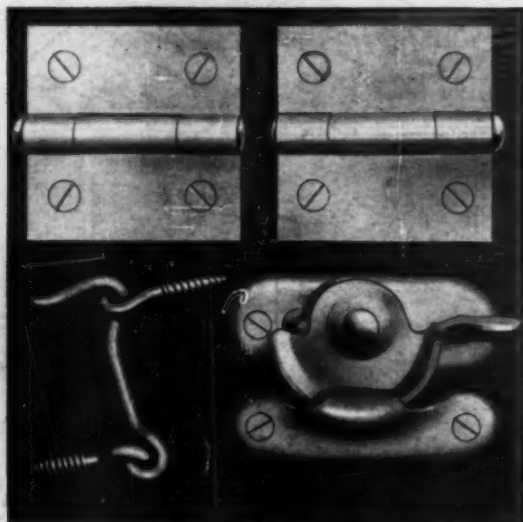
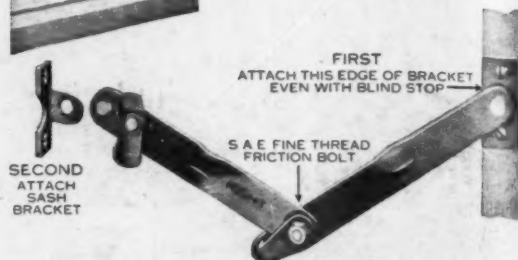
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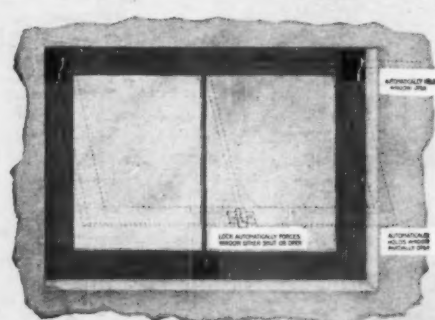
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